

Special Druggists' Number

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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. VI.

NEW YORK, JANUARY 13, 1892.

No. 2.

A Good Advertising Agent

can place any line of advertising
more effectively and more economi-
cally than any advertiser can.

If you wish to ADVERTISE
Select the best AGENT you know
Let him place ALL of your adver-
tising
Deal frankly with him
Take his advice.

Your business will then be WORTH
his careful attention.

He will serve you faithfully and
wisely.

If you wish to advertise anything
anywhere at any time, write to

GEO. P. ROWELL & Co.,

ADVERTISING AGENTS,

10 SPRUCE ST., NEW YORK.

If

all the readers of the 1400 local papers comprising the **Atlantic Coast Lists** were sick, the owner of a proprietary medicine might have the opportunity of trying to help or cure more than one-sixth the entire reading population of the United States, outside of large cities. He could, however, satisfactorily talk to these readers only through their own town papers. One order, one electrotpe (if electrotpe is used), will accomplish it. Half a cent a line a paper per insertion the price for transient advertising. Large yearly advertisements one quarter of a cent. Estimates and catalogues for the asking.

Atlantic Coast Lists,

134 Leonard Street,

New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. VI.

NEW YORK, JANUARY 13, 1892.

No. 2.

ADVERTISING THE RETAIL DRUG TRADE.

By John S. Grey.

As this number is one which will go largely to retail druggists, and, in fact, reach the trade all over the United States, it has occurred to me that a few practical suggestions about advertising their goods might be acceptable to all readers of PRINTERS' INK engaged in the drug business.

Perhaps no lines of goods are better or more generally advertised to-day than those handled by the retail drug trade. Patent medicines of every variety and for every ailment, cost their proprietors hundreds and hundreds of thousands of dollars annually to keep before the public, but the retailer has nothing whatever to do with this expense, though he reaps a certain percentage of the profits.

It may be said that the cost of advertising is reckoned in the net sum he has to pay the jobber per dozen or gross for the particular article, and that the jobber in turn has to sustain his share of the advertising outlay in the price he pays the manufacturer, so that the cost of putting on the market would be much less if no advertising was done.

But then every sensible person knows that judicious advertising is bound to largely increase the demand for the preparation, and that every person handling the goods is therefore benefited by such advertising. If a druggist pays \$4.75 a dozen for a sarsaparilla retailing at 50 cents a bottle, but which, being a new advertised article, is little called for, he would not make as much profit as on another brand costing \$9.75 a dozen and retailing at \$1 for which advertising had created a great demand. This is a self-evident fact which requires hardly a second's consideration, yet there are druggists who will not see it.

But the proprietors of patent prep-

arations advertise their own products *only*, and though there are very many of these proprietary medicines, they do not form one-half of a druggist's stock-in-trade. Again, as the necessity for advertising is intensified by competition it behooves every man who has a rival in business to toot his own horn through the public press. In small cities, a very little money expended weekly will keep you prominently before the public. A one or two inch card, changed every week as to the specialty it announces, will be found extremely effective in obtaining and retaining custom.

Medicines, toilet preparations, soda water, perfumes, cigars—you have almost unlimited variety in your store to make a leader of each week, though cigars certainly would not look well advertised as a prominent feature by a druggist. One thing, though, should be constantly kept before your public—the fact that you put up doctors' prescriptions quickly, accurately, economically.

I have been told by some retail druggists that they do not care to advertise for the reason that their business is so closely allied to that of the physician that it would be considered a breach of professional etiquette for them to insert announcements of their calling in the public press. This may be a good illustration of stiff-necked sentiment, but it is not good business. Physicians who are so fastidious about advertising should take in their door plates and remove the stained glass from their street lamps. Consistency is a jewel even in advertising and medical ethics. I have long had a firm belief myself that the real reason for a physician's antipathy to newspaper advertising is a mistaken notion of pride—the dread that if he advertised for business the public would think he was in need of it. Of course he isn't!

But that the physician and the druggist do not always agree is shown by a

case now in the Brooklyn courts in which several doctors of prominence are suing a druggist for using their names without permission in printed testimonials as to the curative properties of some patent article put up by him. The physicians here had a laudable objection to being advertised in a false light, for they were described as recommending and using a medicine which had been left at their offices by a sample distributor, but which they had never even opened, much less tried. One of these physicians told the writer the other day that it was his invariable rule to throw into his waste box any samples that are not accompanied by a formula showing exactly what they contain. This, he says, is a common rule in the profession, and to those druggists who aspire to put on the market some preparation of their own, the hint may be of service.

This "sampling" to the medical profession is a good advertisement if the article you prepare is honest and effective; you could not expect the indorsement of a reliable physician if it is otherwise. By placing the goods in their hands, with full explanations as to the ingredients used, you are making of each doctor a first-class agent, who, finding the preparation helpful to himself in the exercise of his calling, will not fail to recommend it wherever it is needed.

There are many local druggists who put up special preparations of their own, and to these, newspaper advertising, it seems to me, is inevitable. They have something which no other druggist has, but how is the public to know this unless the fact is extensively announced? We all remember the old minstrel joke about the man who didn't advertise his business being like the lover who winked at his girl in the dark—he knew what he was doing but *she* didn't. Any tradesman who thinks he can sell goods without advertising is in precisely the same predicament—he knows what he has to sell but the public does not and cannot know.

I have said that a two-inch card, kept regularly in the local papers, or the best of them, and constantly changed, would, in my opinion, be effective enough to maintain a good trade. I am aware, however, that druggists do not agree with me in this matter as a general rule, for there are some minds so perversely constituted that nothing will convince them of the erroneous-

ness of any idea which they have once imbibed.

The favorite way of advertising by many druggists whom I know is to distribute circulars from house to house in the city or town in which they reside. These circulars often assume formidable proportions as regards the number of pages, which are invariably in close, small type. The cost of production of 10,000 of these circulars would almost, if not altogether, pay for the space above named in the local paper all the year round! Never mind the cost of distributing, though that will be quite an item. But when the whole 10,000 have been distributed—and you must take your distributor's assurance of that with a large grain of salt—what percentage of those delivered have been read or looked at?

The briefer your circular is the more chance it has of being perused; the prettier it looks the greater chance it has of being saved from the ash-barrel, but, both brevity and beauty considered, it is pretty safe to say that not 15 per cent of them will be even noticed. The world is flooded with that kind of stuff nowadays, and those who try to convince you that circularizing, unassisted by judicious newspaper advertising, has any value at all are considerably out in their calculations.

Some years ago I was connected with a large patent medicine house which tried this system of house-to-house distribution of pamphlets advertising its preparations. Out of curiosity to note the effect of the scheme, I followed three of the distributors down a populous thoroughfare and noticed that wherever the little books were given to people on the street, in nine cases out of ten they were either dropped on the sidewalk or thrown into the street. The next day I went over the same ground early and found scores of the pretty little books—which cost us half a cent each—either thrown out in the areas or showing themselves on the top of ash-barrels!

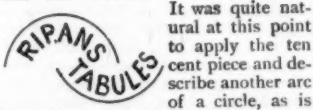
The only respectable advertising for which anybody has any regard is legitimate newspaper advertising, and it is also the best paying and most effective in the end.

No man knows the whole advertising business. No one can tell just what will pay best. No rule will work the same way in all cases.—*Geo. E. B. Putnam.*

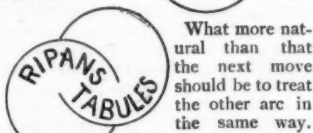
ORIGIN OF A PATENT MEDICINE
TRADE-MARK.*

By the Inventor.

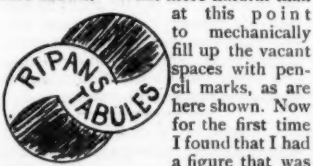
I sat at the breakfast table; breakfast had been eaten and the morning paper had been read. My mind took up the idea of an advertisement for the new medicine. I took my pencil from my pocket and marked on the margin of the *Times* about as here represented: I then took from my pocket a ten cent piece and placing it over the word drew an arc about as here then occurred there was an opportunity for making the second word interlace with the first. This was the result:



here shown. I then, while studying upon the rather unpromising result thus far, mechanically applied the coin as at first and nearly completed the circle, as here shown.



Still I was without any satisfactory result. Again I found myself applying the coin mechanically and the next result is here shown. What more natural than



at this point to mechanically fill up the vacant spaces with pencil marks, as are here shown. Now for the first time I found that I had a figure that was graceful and attractive to the eye. I

did not dream of its being new, but on exhibiting it to advertising experts I soon learned that it was a combination that has never been used. I therefore applied for a trade-mark and intend making people familiar with it in due time.

*The Ripans Tabules will be advertised in the newspapers of the United States to the gross amount of one hundred thousand dollars in 1892.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, Dec. 16, 1891.

In the latest issue of PRINTERS' INK to hand (that of December 2), Mr. Joseph P. Reed is good enough to allude to an article of mine in PRINTERS' INK, November 4. I had said that for practical purposes a page is a page, and that a page in a paper the size of this journal would attract as much notice as if it were twice or four times the size. It is to this opinion that Mr. Reed takes exception, not without a passing compliment to PRINTERS' INK, by way of showing that it is with the abstract question alone that he means to deal.

Now, if I had said only what Mr. Reed quotes, I would now retract and devour the words of which he makes complaint. But he has lost sight of a qualification in my argument. I was careful to limit the rule to identical cases. I said, and I say again, that the size of a page is intrinsically of no consequence, and that a page is of the same value in any two publications of the same circulation and character, irrespective of area, providing each receives habitually the same number of full-page advertisements. For a full page in a paper which rarely lets them naturally has a higher effect in proportion.

This is exactly the aspect of the matter which prompted an advertiser awhile ago to propose for a double page in PRINTERS' INK, printed straight across, without breaks. It was not area he was after. It was abnormality. And when Mr. Reed goes on to say that a page in the *New York Herald* or *Tribune* is worth more than a page in a magazine of equal circulation, he not only says what is obviously true, but he also thereby indorses and substantiates my contention. For while on a magazine a large

advertiser is pretty sure to take a page (to avoid the burial of his advertisement), in dailies few do so habitually.

* * * * *

In the inch question raised, the question of area really does come in, because an inch in a magazine is larger in proportion to a page than an inch in the *Tribune*. But I was talking about full pages only, then, and what I wanted to show was, that when we take a page in any publication that is practically as much as that publication can give us, and the question of area, within any reasonable limit, does not enter into it.

* * * * *

The following, from the *Witness* (Otago, New Zealand), is not bad:

TO THOSE ABOUT TO MARRY.

F. A. HOOPER & CO.

announce that in future, all newly-married couples who order their first supply of Household Furniture from their establishment, shall have the amount refunded on the celebration of their Silver Wedding!

F. A. HOOPER & Co., Octagon, Dunedin.

"Hope springs eternal in the human breast," and no mistake!

* * * * *

There is one way in which the substitution mongers add insult to injury here, and which is, I think, not experienced in America. Chemists and jobbers issue price lists and catalogues, largely made up of advertisements, and solicit the patronage of patent medicine advertisers. Now it is pretty certain that as an advertisement these things are worth just nothing a page. But it is felt that the good will of chemists and jobbers is worth purchasing by a little advertising, and nearly everyone takes more or less space—the most prosperous houses not always taking least. It will sometimes happen—indeed, it frequently happens—that you will see in the same catalogue the advertisement of a genuine article and of a palpable substitute. In one case I even saw both *on the same page*, and the substitute was gotten up by the house which issued the catalogue!

* * * * *

In the case of the jobbers, who are bad offenders in this respect, preparing substitute articles with blank space for printing the retail pirate's own name on label, the catalogue is a genuine and necessary publication, though it is worthless as an advertising medium.

The advertisements saved a great part, if not the whole, of the expense to the publisher; and it would be interesting to note results if proprietors of advertised goods withdrew their announcements from all lists issued by substituting houses. But in the case of the retail druggist the list exists, in nearly every case, for the advertisements alone, and would not be issued without them. Here, medicine proprietors have a remedy in their own hands, and Americans who advertise in England should use it.

* * * * *

The retail druggist in England is a poor sort of a creature, anyway. He used to give long credit and charge the same to ready-money buyers as to those who kept accounts open for a year at a time, which was quite common once. Then the ready-money stores, with cutting prices, came in and made it hot for him, and he had to cut, too. Now, instead of cutting medicines he substitutes them, while the store people (we call large general warehouses stores here—other places are called shops) are content and anxious to sell genuine goods at a small profit. This is all to the benefit of proprietors, since the cheaper their goods are to the public the better. Yet the retail druggists think that proprietors ought to shut down on the stores (their best friends) and "protect" the non-cutting chemist, who, depend upon it, never sells their genuine goods except when he has failed to work off a substitute or something of his own make "which is just as good."

* * * * *

Now and then some misguided proprietors get up an association, or formulate a plan, to carry this out, and "protect" the poor, injured druggist. The proprietor of Moonseed Bitters, a wide and judicious advertiser, did so last year. He issued a circular saying just exactly at what price he would let his article be sold, and he exacted all sorts of bonds to insure adherence to his schedule. He is just about through with his bankruptcy adjustment now. Foreign advertisers need to be especially careful in eschewing such schemes, and should pay no attention to any organization propounding them.

◆◆◆◆◆

I KNOW of a certain advertising agency which advises people to take ten per cent of last year's profits and invest it in advertising.—*Shoe Recorder*.

THEN AND NOW.

By a Veteran.

Twenty-five years ago there was no such thing as a newspaper directory. The present one was first printed by Rowell & Co. in 1869. The catalogue part contained 117 pages and less than six thousand newspapers. In the current issue it covers 845 pages and exactly 19,373 newspapers. Among the largest advertisers then were H. T. Helmbold, Thomas Holloway, Hostetter & Smith, P. H. Drake & Co., Robert Bonner and The Great American Tea Co. The largest local advertisers in New York city were Devlin & Co., Knox the Hatter, Steinway & Sons and A. T. Stewart.

Rowell & Co., S. M. Pettengill & Co., John Hooper & Co., New York; S. H. Parvin & Son, Cincinnati, and Cook, Coburn & Co. of Chicago were the agencies of repute doing a general business. In 1871 Hooper & Co. sold out to Rowell & Co. Later on Mr. Pettengill sold out to Mr. Bates, and the Chicago house gave up business.

What were then termed large advertisers expended from \$50,000 to \$150,000 a year. It is probable that Dr. Pierce has expended more in one year since for advertising than did all the large advertisers combined twenty-five years ago. Cuts or electrotypes were not used to any considerable extent. They cost more than double present prices, and were not as well made. It cost three cents for each half ounce to send them through the mail, and express rates were correspondingly high. The change in postage to present rate was due largely, if not entirely, as I remember it, to Messrs. George P. Rowell & Co., who labored with their usual perseverance to secure its reduction in the interests of their customers.

No apparent attempt was made to produce handsome advertisements, and indeed it was not possible to obtain designs or wood-cuts as attractive in appearance as those now in daily use.

Special agents were rare, but there were good fellows among them, as there are to-day. Every one who knew him well will recall only pleasant recollections of his relations with "Little Mack" and his convincing statements concerning "my papers."

Advertisers kept no advertising men at a large salary. Single firms now spend as much for a superintendent in this department and for patterns and

designs as the combined cost of all their advertising bills then.

Letter postage was three cents for each half ounce, and there were no postal cards. Postage on newspapers was paid for at the office of delivery by the receivers, and not by the publishers, so that advertisers were not so particular to request and even insist upon receiving a copy regularly of all papers in which they advertised.

Many and great are the changes which your correspondent has seen in the last twenty-five years, but among them all the most prolific in good results have been brought about by PRINTERS' INK. The neat, tasteful, and even beautiful electrotyped advertisements which now really adorn the newspaper and magazine pages are an offspring of its examples and advice. Its artists are evidently the best, and its editorial staff professors—entitled to the master's degree—in the art of advertising.

RELIGIOUS NEWSPAPERS.

Of all the various class publications, those devoted to religion are regarded with most favor by general advertisers, and used more largely than any other. They contain advertising of the largest variety, only limited by the publisher's idea of suitability. It is said that they are more thoroughly read, that each copy has a larger number of readers than most secular papers, and that, because of their character, they carry conviction to an unusual degree, even in the advertising columns. As a class they demand a higher rate for advertising space, because of these reasons, than political or local weeklies of equal circulation, although in some of them, and notably some of the best, the rate is low. All told they number 955, and they give about one-eighth of the combined circulation of all the newspapers published in the United States.

Of the Protestant sects the Methodists have the largest number of newspapers (147) and the largest combined circulation, about 650,000. Its representative journal in New York is a model in appearance, is ably edited, and nothing objectionable ever appears in its advertising columns. Its rates are unusually low, and hence it is one of the best mediums for general advertisers. This denomination has also an old and valuable paper in Boston, known throughout New England, and

others in Philadelphia, Chicago, St. Louis, Detroit, Cincinnati, Nashville and Dallas. It is represented in 36 of the States by newspapers.

The Baptists have 126 newspapers, with a combined circulation of about 500,000, and they are issued in 35 of the States. The leading ones are in New York city, Philadelphia, Chicago, St. Louis, Cincinnati, Louisville and Dallas.

Presbyterian newspapers are printed in 21 States, they number 53, and publish all told about 250,000 copies. The best are in New York city, Philadelphia, Pittsburgh, Chicago, Cincinnati, St. Louis, Louisville and Nashville.

Congregationalism appears to be strongest in New England. It has one paper in Boston and another in Chicago, which are regarded with considerable favor by advertisers. In all, this denomination has 21 newspapers, circulating something less than 150,000 copies each issue.

The Protestant Episcopal Church has 47 newspapers devoted to its interests. The largest and best is in New York, and has a general circulation all over the country. Another of general Western circulation is issued from Chicago, and there is one in most every diocese of local circulation.

The Lutherans appear to be most numerous in Pennsylvania and the West. They have in all 37 newspapers, but no one has any very wide distribution.

The Christians have 14 newspapers, circulating about 50,000 copies. The leading weekly of this denomination is published in Dayton, Ohio.

The United Brethren are represented by 7 newspapers only, the Church of Christ by 3, Disciples by 6, Friends by 6, Universalists by 11 and Unitarians by 6, nearly all of comparatively small circulation.

Spiritualism has 10 representatives, the principal ones in Boston and Chicago. The followers of Swedenborg have 9, the Salvation Army 3 and the Jews 13; the Shakers but 1, the King's Daughters 1, the Reformed Episcopalians 1 and the Mormons 4.

The "Evangelical," "Undenominational" and "Unsectarian" are a most important factor of the religious press. They number 227, or more than those of any one denomination, and are credited with a combined circulation of more than three-quarters of a million each issue. One in Philadel-

phia prints over 125,000 copies weekly, and New York city has six of comparatively large circulation. Among them are classed the *Observer* and the *Independent*.

The Roman Catholics are next to the Methodists in the number of different newspapers issued (127) and exceed the Methodists in aggregate circulation (750,000). The leading ones are in New York and Boston.

There is no religious paper in Alaska, Arizona, Nevada, Oklahoma or Wyoming.

A CRUSADE IN FAVOR OF CURRENCY.

VICKERY & HILL,
Publishers of the VICKERY & HILL LIST,
AUGUSTA, Me., December 28, 1891.

Editor of PRINTERS' INK:

It has come to our knowledge that an advertising agent, who publishes a paper, is about to start a crusade in favor of fractional currency; to try in a measure to do away with the enormous loss and inconvenience which is brought about by the use of stamps in remittances through the mail. It is unnecessary to point out to you the great advantage of scrip, not only for personal use, but for the purpose we have named. The excessive use of postage stamps compels large receivers to dispose of them at a large discount, which, in the case of this town alone, amounts to many thousands of dollars a year; and this is but one of hundreds of such instances.

Briefly stated, the situation is this: The Government had out some \$50,000,000 in scrip, which was simply small demand notes. These were retired and bonds substituted in their place, upon which four per cent is paid, at an annual interest cost of about \$2,000,000. As a matter of fact, the Government is the richer by many millions of dollars, because so much of this scrip, by loss and otherwise, has never been presented for redemption.

For a number of years this question has been more or less agitated, and has been brought to the attention of Congress in one way and another. It has always been agreed in the committees that there was no doubt that something was needed, but an agreement has never been reached in what shape it should be issued. The simplest form would naturally be the demand note based on the good faith of the nation; but, of course, there are other and more elaborate ways, such as the fractional silver certificate, currency based on gold, bonds, etc.

Now what we wish to say to you is that we believe the time is ripe to have some kind of measure put through. It is a well-known fact that the postal note, which costs the high price of three cents, is absolutely valueless, and entails inconvenience both in buying and cashing the same, and it has never accomplished the purpose for which it was intended—to do away with the remittance of stamps. We in no way wish to control the editing of your paper, but it does seem to us that should you take the question up, it would be brought to the attention of so many publishers that it would soon be seen that there is a healthy public sentiment on the subject; and we have no doubt that the most casual inquiry among general advertisers would show you that there is a good deal of feeling upon it. People who

sell stamps at a discount, were they assured that the thing could be well conducted, could well afford to contribute to have the matter properly brought before Congress.

The paper that we speak of has, we understand, sent out a large number of either letters or circulars, asking for opinions on this subject. That, of course, is all right, so far as it goes, but eventually some metropolitan paper should undertake to bring about concerted action. We write this to you, feeling that you are in a position to look over the matter with a very large number of people and with papers that influence the entire country. Mr. Allen, when alive, took a very great interest in this matter, and probably would have continued to fight for it until he attained success.

We trust that you will look into this matter, and if you consider it practicable, take whatever action may seem to you to be best.

Very respectfully yours,
VICKERY & HILL.

"A CHICAGO PAPER."

NEW YORK, Dec. 30, 1891.

Editor of PRINTERS' INK:

One expression in the valuable article of Mr. Charles N. Kent, "Advertising by States," PRINTERS' INK of this date, is misleading: "A Chicago paper has the second largest circulation of any daily in the country." In one respect this is true. Another daily paper, by bunching all of its separate issues aggregates somewhat more, but those issues are totally distinct, with totally separate advertising rates. "A Chicago paper" has different editions daily, as have two Boston papers, and it has the largest aggregate circulation in America whose advertising space is sold under a single rate. A. C. P.

AN AMUSING BLUNDER.

From the Argonaut.

A very peculiar effect was produced by the following announcement, contained in the advertisements of a county fair: "Among other attractive features of this great fair there will be highly amusing donkey races and pig races. Competition in these two contests open to citizens of the county only!"

WANTS.

Advertisements under this head 50 cents a line

LANDS wanted in Ind., Ill. and Iowa. G. M. BALLARD, Indianapolis, Ind.

WANTED, for cash, Newspaper. Eastern N. Y. or Pa. W. C. McNALLY, Warram, N. Y.

WANTED, Results-Vick's Magazine's "300,000 guaranteed" gives them. 38 Times Bldg. N. Y.

WANTED-The address of men and women in search of health or lucrative employment at home. Androsia Sanitarium. Skowhegan, Me.

UP AND DOWN the Amazon. A series of 12 weekly letters from Brazil. Fresh and snappy. Write for samples. CENTRAL PRESS BUREAU, Troy, O.

CANVASSERS WANTED to secure subscriptions for PRINTERS' INK. Liberal terms allowed. Address Publishers of PRINTERS' INK, 10 Spruce St., New York.

ADVERTISEMENT WRITER AND SOLICITOR -Bright young man, 4 years' experience, desires permanent position with reliable paper. Address 214 Douglas Ave., Kalamazoo, Mich.

AN old-established magazine of large circulation will arrange with competent person in N. Y. City to represent it among advertisers. Address "SPECIAL AGENT," care Printers' Ink.

PRINTERS-Read "THE AMERICAN ART PRINTER." Best Printers' Magazine published. 25 cents a copy; \$3.00 per year. Monthly. C. E. BARTHOLOMEW, 22 College Place, N. Y.

ADVERTISING MANAGER-A gentleman who has successfully directed the advertising department of one of the leading magazines desires to open correspondence with some first-class paper. "CORNWALL," care Printers' Ink.

CAPITALISTS, READ!-Patent medicine business never fails; two wonderful remedies, in successful use for eighty years. Capital needed to increase capacity. Investigate. E. S. WOODFORD, 707 F street, northwest, Washington, D. C.

TWO OR THREE Monthly or Weekly publications, to print. If you want better work than you are now getting write us. Fine printing and embossing. Refer to holiday issue of Geyer's Stationer, New York. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass.

WANTED-Foreman for country office. Must be a good job printer and able to write some for paper. Paper Republican in politics. Must be sober and steady; married man preferred. To such an one a permanent position, at good salary, is open. Address "L. S.," care of Printers' Ink.

EVERY ISSUE of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for two dollars. As a rule one insertion can be relied upon to do the business.

FOR SALE.

Advertisements under this head 50 cents a line

FOR SALE-Advertising. "No Proof, No Pay." 300,000 monthly. Vick's Magazine, N. Y.

GOOD weekly, 6th year; town, 2,400 pop. No material; rare chance. MINGO, Toronto, Ohio

DRUG Envelopes, Labels, Blanks, etc., at low rates. List free. Freeman, Mt. Juliet, Tenn.

INITIALS for illustrating, 50c. each. Catalogue free. AM. ILLUSTRATING CO., Newark, N. J.

PRINTING PLANT for sale, up-town, point system, cylinder press; terms easy. "Q," Printers' Ink.

ECONOMICAL, durable, cheap, best power on earth, for printers. All sizes. Write for catalogue and prices. State also wanted. D. ELSINGER, Scranton, Pa.

FOR SALE-A valuable Delaware farm, suitable for truck, dairy or stock, or building lots. Immediate possession given. Miss LUCY J. JACKSON, Hare's Corner, Del.

TRADE PAPER, paying 50 per cent on investment, for sale to close business. Unusual opportunity. Pleasant, remunerative business. Address "BARGAIN," Printers' Ink.

UNIQUE ADVERTISING novelty for sale. An exclusive and lasting novelty for any business. Send 10 cents for sample and particulars. H. R. CUMMINGS, Box 238, Worcester, Mass.

A GRIPPE, running at the nose, influenza, cured and prevented; new principle. Send 2c. stamp for sample or 25c. for package. WILLIAM E. LUSCOMB, Druggist, Salem, Mass.

FOR SALE-Leading Republican daily in large County Seat of strong Republican County in Indiana. Price, \$10,000. MIZE BROTHERS, Newspaper Brokers, 149 La Salle St., Chicago.

FOR SALE-Choice stock of experience and originality in writing and illustrating advertisements. For terms apply to Keystone Advertising Bureau, 3104 Mantua Ave., Philadelphia.

FOR SALE-A compound family vapor bath outfit. This method of luxurious fumigation has no rival in disinfecting the blood of poisonous deposits. Sanitarium Androsia. Skowhegan, Me.

GRAND chance for the right man. Established society paper, in one of the largest New England cities. Gross receipts, 1891, \$7,000. Terms cash. Address "A. B. C.," Printers' Ink.

2,500 NAMES of wealthy people in Md. J. W. Jones, 39 N. Caroline St., Balt., Md.

FOR SALE—County Seat Weekly in Pa. 2,000 subscribers. Good Job; fair advertising. Must be sold. Plant separate, or in connection with list and what is due on it. Address "COUNTY SEAT," Printers' Ink.

\$4,000 will buy a Colorado Weekly Newspaper and small job office. Paid 10% on \$15,000 past year. Not half managed. Satisfactory reason for selling. Address "COLORADO," care of Printers' Ink.

IMPORTANT! Printers and Advertisers. 5,000 stock cuts, initials, comic and other illustrations. 15c. each. Newspaper portraits, any subject, \$1.00. Illustrate your town. Boom your business. Catalogue 4c. Write for information. CHICAGO PHOTO ENG. CO., Chicago.

IF YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-three words and send it, with two dollars, to the office of **PRINTERS' INK**. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 50c. a line.

V _____
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VICK'S! _____
VAN BIBBER'S. _____
200,000 VICKS. _____
SPOKANE SPOKESMAN. _____
VICK'S 200,000 GUARANTEED. _____
DRUGGISTS please read page 60.
200 x 1,000 = Vick's circulation.
2 HUNDRED THOUSAND. Vick's,
2,000 HUNDRED. Vick's Magazine.
LEVY'S INKS are the best. New York.
VICK'S 200,000 GUARANTEED AND PROVED.
200,000 Vick's. Guaranteed & Proved.
POPULAR EDUCATOR, Boston, for Teachers.
VICK'S 200,000 CIRCULATION GUARANTEED AND PROVED.
VICK Publishing Co's plan of No Proof, No Pay, is Good.
IT WILL PAY YOU to know MISTCHAYACK. He writes ads.
TRY THE NEWS, Greenwich, Conn. Circulation over 1,000.
AGENTS' HERALD, Phila., Pa. 15th year. 80,000 monthly.
EVENING PRESS, Houston, Texas, 1,000,000 circulation guaranteed.
JOHN T. MULLINS' MAILING AGENCY, Faulkland, Del. \$2 per 1,000.

BOSTON HOTEL GUIDE has no competitors. Does't want any. Hence.

THE GRAPHIC, Chicago, "the great Western illustrated weekly."

THE GRAPHIC, Chicago—Most value at least cost to advertisers.

DO you read the Bible! Read the **CHRISTIAN PATRIOT**, Morristown, Tenn.

DEWEY'S CANADA LIST (Co-operative). D. R. DEWEY, Hamilton, Canada.

VICK'S MAGAZINE. "No Proof, No Pay." 200,000 Guaranteed and Proved.

YOU like money. So do we. Try the **LOUISVILLE COMMERCIAL**.

VICK'S MAGAZINE 200,000 average monthly, and written in the contract, too!

THE FLORENCE ADVERTISER, 20,000 proved. Reaches Middlemen. See page 66.

THE ADVERTISER'S GUIDE—Mailed free by **STANLEY DAY**, New Market, N. J.

CHARLOTTE (N. C.) CHRONICLE has largest circulation in leading city in State.

AGENTS' names \$1 to \$10 per 1,000. **AGENTS' HERALD**, Phila., Pa.

LEADS all in Eastern Illinois—the Garden Spot—Danville COMMERCIAL. Rates low.

"PUT IT IN THE POST," South Bend, Ind. Only morning paper in Northwest Ind.

\$1 PER LINE for 1,000 lines in Vick's. H. P. Hubbard, Manager, 38 Times Bldg, N. Y.

IF you want to hear from circulars distributed, send to F. P. STEKETEE, Muskegon, Mich.

MEDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world.

LARGEST DELIVERED DAILY circulation in Connecticut—NEW HAVEN NEWS.

VICK'S MAGAZINE tells the quantity of sugar for each \$, and lets the advertiser weigh it.

KEEP in the middle of THE ROAD, Denver, Col. It will pay. Rates low. Sample free.

CHARLOTTE (N. C.) CHRONICLE. Best adv'tg medium between Washington and Atlanta.

SUPERIOR Mechanical Engraving. Photo Electrotypes Eng. Co., 7 New Chambers St., N. Y.

VICK'S MAGAZINE (of Rochester). Advertising office is at 38 Times Building, New York.

FOR Estimates and Special Offers in Advertising, address **STANLEY DAY**, New Market, N. J.

THE OKETO HERALD, Oketo, Kan. A thousand readers in a first-class farming region.

IT IS BIGGER—THE TERRE HAUTE EXPRESS—than any paper in Indiana outside Indianapolis.

OHIO STATE JOURNAL. Daily, 12,000. Sunday, 16,500. Weekly, 22,000. Thoroughly covers Central Ohio.

ONLY paper in city of 6,000 population. The **DEERING (Maine) NEWS**. Address 98 Exchange St., Portland, Me.

IF YOU WISH to advertise anywhere at any time write to **GEO. F. ROWELL & CO.**, No. 10 Spruce St., New York.

\$1.50 FOR 5 LINES 25 days. Display ads. 15c. per inch per day. **ENTERPRISE**, Brockton, Mass. Circ'n, 6,500.

INGALLS' HOME AND ART MAGAZINE is a **LADIES' MAGAZINE**. 25,000 monthly. Address **J. F. INGALLS**, Lynn, Mass.

THE PEOPLE'S ILLUSTRATED JOURNAL (mo.), New Orleans, La. Dec. issue, 3,205 copies. It reaches 80. Homes. Rates on application.

THE GAZETTE, Little Rock, Ark., should be included in all lists by advertisers who desire handsome returns for the outlay. Try it this year.

REGISTER, Bordentown, N. J. Exact circulation 1,300. Founded, 1845. Patronized for years by standard medicines. 50 cents inch per month.

KANSAS is thoroughly covered by THE KANSAS WEEKLY CAPITAL, Topeka, Kan., the leading farm and family newspaper of the State.

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1407, Bradford, McKean Co., Pa.

THE GALAXY OF MUSIC, Boston, Mass., will insert five lines twelve times for six dollars, and guarantee 30,000 each issue, or no pay. Name a cheaper medium! Sample and rates free.

TO CANADA PAPERS. Premiums pay. Self-Lighting Pocket Lamp. Sample, 60c. Magic Purse, 25c. Typewriter, 75c. Electros given. Good discounts. W. S. STANLEY, Galt, Ont.

PAPER DEALERS.—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of PRINTERS' INK.

RETAIL MERCHANTS—Publish your own newspaper. Costs less and more effective than local paper. Illus'd stories, fashions, etc. Write us. TIMELY TOPICS CO., 286 Wash. St., Boston.

EVERY Job office needs our copyrighted Letter Stub and Pad. It secures all the business in that line. Send two-cent stamp for details. Territory sold cheap. MODESTO (CAL.) DAILY NEWS.

TO ADVERTISERS—The OSWEGO DAILY AND SEMI-WEEKLY TIMES, Oswego, N. Y., reach 30,000 readers in Northern and Western New York. You cannot afford to omit these papers from your list.

STEREOTYPE'S BACKING POWDER, best in the market; costs one-half less and saves one-half the time required in use of other powders. Sample box free. Address T. MANGAN & CO., Elmwood Place, O.

THE METROPOLITAN AND RURAL HOME circulates in the rural districts entirely. TAKE NOTICE: 500,000 guaranteed monthly. Rate, \$2.35 yearly, \$2.00 per line, agate. All agencies have this paper on file.

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to PRINTERS' INK for one year. Address GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

WE will exchange THE INDICATOR, a National Journal of Insurance (10th year) with any newspaper or periodical having an insurance department. Address F. H. LEAVENWORTH PUBLISHING CO., Detroit, Mich.

TEXAS FARMER, Dallas, Texas, has a weekly circulation of 7,000, making it the largest in the State. Distributed weekly at over 1,500 post-offices in Texas alone. Read by more Texas farmers than any other paper published in the State.

DRUGGISTS who want advertising to act as agents for one of the finest remedies on the market; get cash rate on 6-in. space in your county paper for one year. Address, with 4c. in stamps for samples, &c., CARLSTEDT MED. CO., Evansville, Ind.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to PRINTERS' INK. Address GEO. P. ROWELL & CO., Newspaper Advertising Agents, 10 Spruce St., New York.

ALUMINUM SOUVENIR CARDS—Advertisers and publishers who want a genuine novelty as souvenir or premium should see our beautiful aluminum souvenir cards, 4 1/2 x 3 1/2 in., stamped on both sides, satin finish; sample and prices by mail 25c. D. R. Goudie, 661 Van Buren St., Chicago, Ill.

CLASS PAPERS. Trade Papers. Complete lists of all devoted to any of the various trades, professions, societies, etc., may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address on receipt of one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

DO YOU KNOW THAT THE GALVESTON NEWS was established 1848 and THE DALLAS NEWS in 1886; that they appear simultaneously and permeate every portion of Texas besides territory adjoining; that a special telegraph wire connects the two offices; that each paper runs a special daily train at its own expense!

OUR RATES are so low (10c.) we can't buy a page ad. We prove 30,000 circ'n. Sample free. ILLUSTRATED WEEKLY, Topeka, Kansas.

THIS PAPER does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 50 cents a line each issue for two lines or more.

DENVER, Colorado.—Geo. P. Rowell & Co. of New York in their new BOOK FOR ADVERTISERS name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is the DENVER REPUBLICAN.

ADVERTISING BY STATES: An eight-page leaflet: conveys concise information about the area and population; indicates the newspapers most valuable for an advertiser's use in each separate State and Territory; together with a map of the United States; sent postpaid for five two-cent stamps. Address ROWELL'S ADVERTISING BUREAU, New York.

TO EVERY PERSON who will procure five cash subscriptions to PRINTERS' INK, we will send the paper for one year gratis and a cloth-bound copy of our "Book for Advertisers;" for ten cash subscriptions, a copy of the American Newspaper Directory will be given as an additional premium. Address GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

"POISONED BY DEADBEATS."—More druggists and other business men are financially slaughtered each year by "dead beats" than there are men killed by poison. Fifty cents in stamps will pay for ten large placards (different reading matter) to hang in your store, asking for cash for goods. Sent by mail postpaid. Address BUCYRUS PUBLISHING COMPANY, Bucyrus, Ohio.

AMERICAN NEWSPAPERS printed in foreign languages. Complete lists of German, Scandinavian, French, Spanish, or Portuguese newspapers in the United States, or all those printed in any language other than English, may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address for one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

A CATALOGUE of 4,000 PAPERS in which we own \$100,000 worth of advertising space that we wish to sell, will be sent to any address on receipt of 15 two-cent stamps. We will receive orders for advertisements to be inserted in these papers and accept from parties having fair business ratings notes coming due after the advertising has been placed and its results realized. Address ROWELL'S NEWSPAPER ADVERTISING BUREAU, 10 Spruce St., New York.

EASTERN CONN.—Three counties, with an aggregate population of 116,873, are thoroughly gridironed regularly six mornings in the week by the NORWICH MORNING BULLETIN, besides having a large circulation throughout the State, and in Rhode Island and Massachusetts. No paper published east of the Conn. River has as large a circulation. The WEEKLY COURIER, established 1796. Write for proof, rates and samples. Address THE BULLETIN CO., Norwich, Conn.

IS it your desire to use the best Newspaper published in the section of country you wish to reach? THE LEADER is the paper for the southwestern part of Missouri, 35 years old, circulation solid, and has a list of 3,000 issued every day (evening) excepting Sunday. Weekly circulation 4,500; issued Thursdays. Advertising solicited from all responsible agents and the public generally. Rates furnished on application. CHAMBERS & KENNEDY, Publishers, Springfield, Mo.

EVERY ONE in NEED of information on the subject of advertising will do well to obtain a copy of "Book for Advertisers," 366 pages, price one dollar. Mailed, postage paid, on receipt of price. Contains a careful compilation from the American Newspaper Directory of all the best papers and class Journals; gives the circulation and rating of every one, and gives a deal of information about rates and other matters pertaining to the business of advertising. Address ROWELL'S ADVERTISING BUREAU, 10 Spruce St., N. Y.

NO-TO-BAC

(REGISTERED TRADE-MARK)

Is a guaranteed CURE FOR THE TOBACCO HABIT in every form. Not for the reason it makes tobacco TASTE BAD, but because it acts directly on the nerve centres, destroying the Nerve-craving effects, preparing the way for discontinuance without inconvenience. Notobac stimulates, builds up and improves the entire nervous system—many report a gain of 10 pounds in as many days. - We have thousands of TESTIMONIAL ENDORSEMENTS

- - - PROVING THAT NOTOBAC - - -

RED OAK, IOWA, 9-31-91.

Gentlemen:

Commenced using Notobac three months ago. Used nearly two boxes. Have not chewed tobacco since, although I used it for 40 years. It is a sure cure. Mr. Lull, my partner, used Notobac at the same time. It cured him also. Yours,

A. McCONNELL,
Wholesale Grocer.

Cures
THE
TOBACCO
HABIT
IN
Every Form

MIDVALE, N. J., 9-30-91.

Dear Sirs:

I loved tobacco for 20 years; tried to quit many times, but failed. Used one and one-half boxes Notobac. Have no desire—in fact, cannot bear the smell of the weed. I also gained 15 pounds in six weeks.

Yours truly,

C. J. MANNING.

HENDERSON, N. Y., 10-6-91.

Gentlemen:

I used tobacco 40 years. One year ago to-day I received three boxes Notobac. Used it as directed. I have not used or craved tobacco since. Notobac's effects is truly wonderful.

E. J. RICHARDS, Notary Public.

MT. CARMEL, ILL., 10-10-91.

STERLING REMEDY CO.:

I commenced to use tobacco when nine years old. Three years ago I used box Notobac. It cured me. I tried many times to quit, but failed. Now I never have any craving for it.

ROLLA G. BLOOD.

ANY MAN who wants to be cured of using Tobacco will find a guaranteed cure in NOTOBAC. One box (10 days' treatment) costs \$1.00. Three boxes, guaranteed to cure any case, cost \$2.50. At drug stores, or by mail for price.

ANY DRUGGIST who wants to try a *Sample Dozen* can have it for **\$6.00**

(regular price, \$8.00), delivered express paid. Also wire rack for counter display and 1,000 "Don't Tobacco Spit Your Life Away" books, with name on. This is a *special* offer, made to the readers of this issue **PRINTERS' INK only.**

Any Newspaper Publisher

who wants three boxes of Notobac, can get it and pay for same in advertising.

DON'T fail to send for our little book, filled with testimonials, telling all about "Will it," "How it," "Why it," NOTOBAC cures the tobacco habit.

It is
called:

TOBACCO SPIT YOUR LIFE AWAY.

WHEN YOU WRITE, ADDRESS

THE STERLING REMEDY CO., Sole Makers of "Notobac,"

INDIANA MINERAL SPRINGS,

WARREN CO., INDIANA.

TO DRUGGISTS.



As these goods are not now on the market, and the proprietors desire to place them in the drug stores, they will fill orders for six gross for \$5, and deliver the goods carriage paid, the money in all cases to accompany the order.

Orders will be filled at this price only during the months of January and February, 1892.

Geo. P. Rowell & Co., the New York Advertising Agents, have authority to place advertisements of The Ripans Tabules in American newspapers during the year 1892 to the amount of one hundred thousand dollars.

How to Use RIPANS TABULES for all Diseases of the STOMACH, LIVER and BOWELS:

THE Ripans Tabules are the best standard family medicine ever offered to the public. Of all the diseases that flesh is heir to the great majority are caused by some disordered condition of the liver, stomach or intestines. These organs have two functions to perform. The first is that of nutrition, the process by which food is digested, properly assimilated and transformed into blood, tissue and vital energy, and this constantly supplies the waste that is always taking place in the system, as the result of what is consumed in the process of existence.

When this function is impaired by any one of the diseases from which the liver, stomach or intestines suffer, the nutrition of the body is impaired, the amount of waste that is constantly going on immediately exceeds the quantity of nutritive matter that is absorbed to supply it, and, consequently, the loss exceeds the supply; the body is in a condition of decline, health fails, emaciation occurs, and the system is in a condition where it readily contracts all contagious diseases, and, being too weak to resist, is destroyed by them. The symptoms are many and varied, depending upon the disease present, and are fully described under their appropriate headings in another portion of this treatise.

The second function is that of excreting the broken-down matter from the blood and expelling the undigested matter from the intestines. This is done by the action of the liver and intestines, which are the sewers of the body, and when these functions are retarded a dangerous condition is the result. The impure matter is not removed from the blood, and its retention causes such diseased conditions as blood poisoning, jaundice, skin eruptions, etc. When the intestines fail to expel the undigested matter its presence keeps up a constant irritation, and may lead to many fatal diseases.

Ripans Tabules, when used in proper doses, regulate these organs, keep them in a healthful condition, prevent chronic and dangerous diseases, and restore them to a healthful condition when they have already become diseased.

Abdominal Pain is caused by improper diet, over-eating, some forms of dyspepsia, flatulence or a diseased liver. There may be a burning pain at the pit of the stomach, a sharp, stinging pain in the side, or the pains may be colicky in character. For this trouble the dose is one tabule before meals, or one every four hours until the bowels move freely.

Bad Taste in the Mouth.—This very disagreeable trouble may be due either to over-eating, dyspepsia or some derangement of the liver. It is usually worse in the morning; the tongue is coated and the breath offensive. For this dose take one tabule before meals.

Biliousness is caused by inaction of the liver. The skin is sallow and yellowish, rough and itchy. There is intense headache, the bowels are constipated, the tongue is coated, there is a sharp pain in the side, and the whole system is out of order. To cure this affection take one tabule before meals, and carefully continue the dose for some time.

Blotches on the Face are caused by impure blood, a torpid liver, and are always present in the advanced stage of these affections. Take one tabule morning and night before meals, and continue for two or three weeks.

Bright's Disease is always complicated with constipation, dyspepsia and a disordered condition of the liver, which very greatly aggravates this trouble and retards its cure. To relieve this take one tabule twice a day before meals, and drink plenty of milk and liquid food.

Catarrh.—This distressing trouble is characterized by a discharge of matter through the nose, or by its dropping into the throat. It is usually due to impure blood. For this the dose is one tabule, taken before meals, and the inhalation of steam from a cup of hot water twice daily.

Chronic Liver Trouble is always a dangerous condition, and if not promptly attended to will cause jaundice, impure blood, sallow complexion, tired feelings, constipation, and will lead on to a serious condition of mental depression. For this take one tabule before meals, and carefully continue for two or three weeks.

Colic is a condition characterized by agonizing, cramp-like pains in the abdomen. It is due to improper diet, neglected disorders of the stomach, over-eating, an attack of constipation or flatulence. The dose is one tabule every three hours until it acts freely on the bowels; afterward use three a day until the bowels are thoroughly regulated.

Constipation is usually the exciting cause of headache, colic and many chronic derangements of the internal organs. It is a dangerous condition, and is promptly relieved by taking one tabule before meals and the use of plenty of fruit to correct the tendency.

Diabetes is a chronic kidney affection, and is greatly relieved by remedies that act on the bowels and liver and aid in the process of digestion. The proper dose is one tabule morning and night, with an abstinence from food that contains starchy matter and sugar.

Disordered Stomach.—This very distressing malady is due either to the use of improper food, over-eating or irregular hours of eating, to over-indulgence in alcoholic drinks or tobacco. The symptoms are nausea, headache, dizziness, coated tongue, foul breath, and constipation or chronic diarrhoea are present. This is relieved by taking one tabule before meals, and a proper regulation of the diet.

Distress after Eating may be due to either a chronic stomach trouble, eating too large quantities of food, or to eating too rapidly. One tabule taken after meals when required will always bring relief.

Dizziness is usually caused by some form of dyspepsia and derangement of the stomach. The dizziness may be severe enough to cause fainting fits, and if not relieved may become very serious. The proper dose is two or three tabules a day taken after meals.





Dysentery is due to the presence of undigested food passing into the intestines and causing an irritable condition of the internal lining. This causes painful, bloody, watery discharges, and is very weakening. The proper dose is one tabule twice a day after meals.

Dyspepsia is so common in this country that it is known as the American disease, and it is the cause of more distressing symptoms and suffering than any other disease. The first symptom is usually distress after eating; this is followed by nausea, loss of appetite, headache, pain in the side, constipation, flatulence, dizziness, partial blindness, palpitation of the heart, often erroneously supposed to be a very dangerous heart disease. These troubles result in mental depression and general bad health. A miserable existence is the result of an ordinary dyspepsia that has been neglected or that other remedies have failed to cure. One tabule taken before each meal will cure dyspepsia. If three a day are too active, use two a day and properly regulate the diet.

Eczema, a chronic skin disease. The skin becomes first rough and scaly, and finally raw, red and painful, and water exudes from the diseased parts. To relieve eczema, take two tabules a day before meals.

Female Complaints are always relieved by keeping the stomach in a healthful condition by keeping the bowels open, and so improving the general condition of the system. Take one tabule after meals as often as required.

Flatulence follows and accompanies chronic dyspepsia. This distressing condition is always aggravated by eating, and is not only painful but otherwise disagreeable. The dose is one tabule, taken after meals as required.

Foul Breath is due to a disordered stomach, constipation, and is always complicated with a coated tongue. For this trouble take a tabule before meals twice a day.

Headache.—Most forms of headache are caused by some derangement of the stomach, a torpid liver or constipation, and can be readily cured by removing the cause. To do this take two tabules daily, one after the morning and the other after the evening meal. Increase the dose if more are required.

Heartburn is caused by dyspepsia and by the gastric juice being too strongly acidulated and breaking up into the throat. The dose is one tabule after each meal as long as necessary.

Hives.—This painful, itching skin disease is nearly always caused by some form of stomach disorder or by chronic constipation. When these troubles are relieved and the blood is purified, the disease disappears. The dose is one tabule, taken after meals, three times daily.

Impure Blood is the common cause of skin diseases and many dangerous troubles. It is usually the result of either a torpid condition of the liver or a disturbed condition of the digestive organs. The proper dose is one tabule after meals.

Jaundice is the result of a torpid and inactive liver, and is the very frequent cause of many serious diseases. The skin and whites of the eyes are yellowish, the bowels are constipated and severe headache is present. The dose is one tabule morning and night.

Kidney Complaints are characterized by dropsy and weakness. The severest symptom is the derangement of the internal organs. The disease is always greatly relieved by curing the constipation and regulating the disordered liver and stomach. This may be done by taking two tabules a day before meals, or oftener if required.

Loss of Appetite is caused by a disordered stomach, or by some liver trouble or constipation. When these troubles are relieved, the appetite is always improved. Take one tabule before meals, twice daily.

Mental Depression or Low Spirits is, in the majority of cases, the result of chronic dyspepsia or some form of chronic liver trouble. This condition is readily relieved by removing the cause. To do this take one tabule after each meal.

Nausea, or sickness at the stomach, is always the result of impaired digestion, or it may be caused by over-eating. It is usually worse after eating, is generally accompanied by flatulence, and may become severe enough to cause vomiting. The dose is one tabule, taken as often as required.

Nettle Rash.—This skin disease is characterized by white blotches and intense itching. Its most frequent causes are disorders of the stomach or constipation. It is readily relieved by taking one tabule after meals, twice daily.

Painful Digestion is a very distressing condition. The pain may come on immediately after eating or two or three hours afterward. It is caused by dyspepsia and flatulence. Immediate relief will be had by taking one tabule after meals as often as required.

Pimples are of very frequent occurrence on the face, are very unsightly, and, unless attended to, may continue indefinitely. They are usually caused by impure blood or some stomach disorder. When these conditions are relieved, the pimples disappear. The dose is one tabule taken before meals, twice daily.

Rush of Blood to the Head is one of the results of a disordered stomach, and may cause dizziness and fainting. Take one tabule after meals, twice daily.

Sallow Complexion is caused by a chronic, torpid condition of the liver and impure blood, which brings on a loss of appetite and a run-down condition of the entire system. The dose is one tabule, taken before meals, twice a day.

Salt Rheum is a very frequent form of skin disease. It very readily assumes a chronic condition. The skin becomes scaly, and water exudes from the surface. This disease is always greatly relieved by regulating the stomach and bowels. To do this take two or three tabules a day as required.

Scald Head is a condition that occurs among children. The head is covered with a thick, yellowish crust. The dose for children is one-half or one-quarter of a tabule taken once or twice a day as necessary.

Serofula is an impure condition of the blood, which causes diseases of the bones and sores over the body. The trouble is greatly relieved by improving the condition of the blood. In this disease it may be effected by taking one or two tabules a day as may be required.

Sick or Billions Headache is caused by a disordered stomach, or by a torpid liver. There is always an intense pain in the head and nausea and vomiting. To relieve this disease take one tabule every three hours until the bowels are acted upon.

Skin Disease.—All skin affections of whatever form are always greatly relieved and many times cured by regulating the stomach and bowels and purifying the blood. This may be done by taking a tabule twice a day before meals.

Sour Stomach is the result of dyspepsia, and is due to an over-secretion of acid in the stomach. There is always eructations of gas, together with the breaking up of some sour liquid into the throat. To relieve this trouble take one tabule after meals as often as required.

Summer Complaints are caused by eating some indigestible food or green fruit. There are always colicky pains in the abdomen and vomiting and diarrhoea. The dose is one tabule every four hours until three are taken.





Tired Feeling is the result of an inactive liver and the bile circulating in the blood. The stomach is in a disordered condition, and jaundice is present. The dose is one tabule taken as often as is necessary to keep up a laxative effect.

Torpid Liver is the cause and foundation of many severe troubles. It almost invariably causes headache, foul breath, constipation and jaundice. The dose is two tabules a day, after meals, or more if required.

Ulcers.—All forms of ulcers are very greatly benefited by purifying the blood, relieving the constipation that is usually present, and improving the general condition. The dose is one tabule taken after meals as often as required.

Water Brash is a condition where the contents of the stomach undergo fermentation and break up into the throat and mouth, causing a burning pain in the throat and chest, and a sour, disagreeable taste in the mouth. The dose is one tabule taken after meals twice daily.

The ordinary dose is two or three tabules a day, usually taken before meals; but this must be regulated to some extent by their purgative effect. If used solely as a purgative the dose is two tabules. For children over twelve years of age one-half a tabule is sufficient, and for children under twelve years of age the dose should be in proportion to the age.

While taking **Ripans Tablets** a permanent cure will be greatly facilitated by a proper diet. The meals should be taken at regular hours, should be slowly eaten and the food properly masticated. It is better, if possible, to take a short rest after each meal. The food should consist of milk, meat that is not too fat, and only once cooked; bread, butter, eggs, coffee and tea that is not too strong, vegetables, as potatoes, tomatoes, spinach and celery and such fruits as apples, oranges, bananas, grapes, etc. Do not use strong tea or coffee, twice cooked meats, cabbage, pies or cakes, and do not drink large quantities of ice-water with meals.

These digestive tabules are the surest and most convenient forms of medicine to use, require no spoon or glass to take from, no measuring, are not a nauseous dose to swallow, and the dose is always accurate. This medicine is readily carried in the pocket, and is always ready at a time of need. A most convenient form of medicine for travelers to use, and a very useful laxative to those whose habits are sedentary.

They clear the complexion, and are of great value to any person from infancy to old age. One dose gives relief.

Although these tabules have been proved to be curative factors of the greatest value, and appear as so great a novelty, yet they are substantially a popular remedy, older than our grandmothers. They are based upon an old-time recipe that has been the physician's main reliance for centuries, but never before obtainable in this convenient and effective form.

In three cases out of four where a physician is called, if he understands his business his prescription will be substantially the ingredients of these tabules. He may prescribe substantially the same remedies, but the cost will be more, and the compound procured is likely to be inferior.

Show one of these tabules to your family physician. If he gives it intelligent attention he will recognize in it a condensed form of an old-fashioned preparation which he has been fond of prescribing. If he studies upon it sufficiently, he is likely to discover that R.I.P.A.N.S. are initial letters of certain remedies long known and esteemed by him, and often mentioned in his recipes, perhaps, than any other that he can name. Call his attention specially to the first and last letters, and they are likely to bring to his mind a compound the extraordinary merits of which he has been in the frequent habit of discussing with other doctors, and generally designated by them as "R. & S." He is likely to be well pleased to know that his old favorite can now be obtained in a form so convenient and prepared with such scientific accuracy that its reliability and usefulness are likely to be greatly enhanced and widely extended.

A dose of this medicine can do no human creature any harm.

If your family physician should prescribe these tabules the next time he has occasion to write his old and favorite "R. & S." prescription, he will be pleased to see how much better this scientific improvement on his old formula will do the work. You will be doing him a favor if you are the first to call his attention to this improved and wholly unobjectionable form of his old-time nauseous but generally effective remedy.

In the largest hospitals in the world, presided over by the most skillful of living physicians, the ingredients of these tabules are prescribed daily more than twice as often as any and all other prescriptions put together; but mainly in a less attractive and convenient, because less expensive, form. They are the latest triumph of medical knowledge and skill. Their general use in families will tend to materially prolong the average duration of human life.

The **Ripans Tablets** are put up in small vials, each one containing six doses, the whole being so compact as to permit of being easily carried in the vest pocket or portemonnaie.

Send, postpaid, to any address, upon receipt of the price, as follows:

1 Bottle, 1-24 gross.....	\$0 15
1 Box, 6 bottles.....	0 75
1 Package, 2 boxes.....	1 25
1 Gross, 2 packages.....	2 00

Experienced, thoroughly qualified and educated physicians are connected with the **Ripans Chemical Company**, and patients are invited to write for special instructions in peculiar cases. Their letters will receive such attention as they require, free of charge.

Always keep **RIPANS TABLETS** in the house and take them with you when you travel.

Address **THE RIPANS CHEMICAL COMPANY,**

P. O. Box 672, New York.

TO DRUGGISTS.

As these goods are not now on the market and the proprietors desire to place them in the drug stores, they will fill orders for six gross for \$5, and deliver the goods carriage paid; the money in all cases to accompany the order.

Orders will be filled at this price only during the months of January and February, 1892.

Geo. P. Rowell & Co. have authority to place advertisements of **The Ripans Tablets** in American newspapers to the amount of one hundred thousand dollars during the year 1892.



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.
Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, 75 cents a line; \$150 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices, Wants or For Sale, two lines or more, 75 cents a line. Advertisements must be handed in one week before the day of publication.

Although advertising rates for PRINTERS' INK will be increased 50 per cent commencing with the first issue in February, yet time contracts will be received at current rates, 50 cents a line or \$100 a page, up to the 27th of January. Advertisements may be ordered every other week, once a month, once in three months, twice a year, once a year, or for any specified space, to appear on any specified dates before the last issue of December, 1896.

JOHN IRVING ROMER, EDITOR.

Every edition exceeds fifty thousand copies. Of this issue 80,500 copies are printed.

NEW YORK, JANUARY 13, 1892.

THE largest advertiser who deals with publishers by sending out travelers has adopted the plan of making his contracts in many places for two years instead of one. If he gets no reduction on the rate for one year, he saves during that time the traveling expenses of his representative, and that is quite a large item. But were he made to believe that his business could be handled by an agency, he would save the entire expense of a traveler, and the legitimate cost of his advertising would more likely be less rather than more than it is at present.

PUBLISHERS VS. AGENTS.

The Messrs. Remington Brothers, of Pittsburgh, are advertising agents who control, as they deserve to do, a liberal amount of advertising from an excellent class of customers. In a printed list issued by them, of newspapers having more than average circulation and value, they offer space to other advertising agencies at exceedingly low rates.

Taken at random from their list, we find that in the Beaver (Pa.) *Argus and Radical*, weekly, 1,600 circulation, they

will insert for another agency one inch one week for eight cents, three months for ninety-four cents, six months for \$1.67, and one year for \$3.12. Now the schedule rate given by the publisher for this service is: one month 64 cents, three months \$1.80, one year \$5.04. In the *Eric Weekly Dispatch*, 3,600 circulation, they want for an inch one week 13 cents, three months \$1.52, six months \$2.71 and one year \$5.07, while the publisher in his rate-card says he wants for it one week 67 cents, three months \$3.33, six months \$5.33, one year \$9. In the Greensburgh (Pa.) *Tribune and Herald*, with a circulation of 2,900, the Messrs. Remington will give an inch one week for 9 cents; 3 months for \$1.06; 6 months for \$1.87½ and one year for \$3.51; but the publisher says positively: "No advertisement for less than 50 cents net, and wants for one month \$1 net." The Meadville (Pa.) *Tribune and Republican*, with a circulation of 6,000, is put down in the circular at 16 cents for one inch one time, and the publisher's price is 87 cents. The Oil City (Pa.) *Blizzard*, weekly, is offered at 12 cents for one time, but the publisher says it is worth \$1. It will be noticed that in each case cited above the publisher's rate is low, especially for a single insertion, so that the Messrs. Remington offer is apparently a remarkable one. But is there really anything so remarkable about it, after all? The publishers desire to dispose of their space; ordinarily they do not feel sure of doing so. Here is a reliable firm that promises to take it, or a part of it, at a price. "Well," reasons the publisher, "it is low; but then whatever they take will be so much clear gain to us, so let them have it." Equally good papers in other States are offered at equally low prices, but the circular was issued some months ago, and the offers are only good until January, 1892, although so good a firm will have no difficulty probably in obtaining as favorable rates again for another year.

An advertiser contracting with these publishers direct, even if he obtained a discount of 25 per cent for a one-time or one-month insertion, would think he had secured a low price; if he had obtained a discount of 50 per cent he would be well satisfied that it was a much lower rate than any agency would be able to give him; and still it would appear that an agency might go considerably lower.

TO ADVERTISE IN OHIO.

THE VALUE OF SPACE IN CLASS PAPERS.

Editor of PRINTERS' INK:

I wish to advertise an article for general sale in Ohio. My idea is to take every weekly paper in the State outside of Cincinnati, and use eight inches of space one year. What will this advertising cost me?

BUCKEYE.

If you intend to deal direct with publishers, we can give you no idea; but it will probably exceed by a considerable amount what a competent advertising agency would require for the best service in the same direction. It would be unwise, however, to insist upon securing every weekly paper in the State, outside of Cincinnati, for there are some you do not require and others that will insist upon an unreasonable price. Ohio has a good many weeklies rated with less than 500 circulation; but they are mostly in towns where there are other good weeklies circulating from 1,000 upwards, and yet the poorer paper wants about the same as the better one. Again: there are two weeklies in Ohio—both good and both accorded the same circulation. One will insert your eight inches one year for about \$250, and the other will require for the same service about \$1,800. The former paper gives an exceedingly low rate, the latter an exceedingly high one. The Ohio weeklies are above the average in circulation, appearance and price. A reliable agency can give you in substance what you require for \$8,000.

BRIBERY AND CORRUPTION.

ZION'S HERALD,
BOSTON, Jan. 3, 1892.

Geo. P. Rowell & Co.:

Yours at hand about Directory.

When your book is issued I will take one copy—price \$5. I don't care for even this, unless you can do our paper justice in your Directory. In your last you marked the circulation F 1, when you should have marked it E 2. Your guess at the circulation did the paper great injustice, and it has been quoted to me several times.

I trust you will correct the error in the next issue. Yours respectfully,

A. G. WEED.

It is not at all necessary for Mr. Weed to buy a Directory for the purpose of causing his paper to be correctly rated. If he knows how many copies he prints and will tell he will be correctly rated.

So far as the Directory's experience goes, it has never been able to learn from the publication office how many copies of *Zion's Herald* are issued, and it would seem that it is not likely to learn this year.

PRINTERS' INK raises its advertising rates in February, 1892, to 75 cents per line. "Pearl" is the standard. It states that every edition exceeds 50,000 copies. One and one-half cents per line per thousand of circulation, and a "pearl" line at that, is a pretty stiff rate, but probably not excessive. This may, however, be a profitable object lesson for publishers who succumb to the pressure of agents and advertisers to a rate lower than their one-half, one-third, one quarter or one-fifth of a cent a line. (The pressure is about the same whatever the price is.) PRINTERS' INK could never get its price if it would take less.—*Exchange*.

The circulation of a trade paper concentrated among a special class entitles it to a higher advertising rate than the medium of general circulation. It is not worth more to every advertiser, but to those who wish to address the special class it reaches it is worth much more. The man who has an article to sell to druggists can afford to pay the best drug journal a rate higher than that charged by a paper circulating among all classes. The drug journal has practically sifted the community down to possible customers, and he pays for no waste circulation, as would be the case with any other medium. An inspection of the rate-cards of the best trade papers shows that they uniformly charge rather high rates, and an inspection of their columns shows that they secure a much larger proportion of advertising than the mediums of general circulation. The conclusion is irresistible that advertisers find them to be worth what they charge. If in any quarter the impression prevails that PRINTERS' INK's rates are high, even for a trade paper, it is wrong. A comparison of the rates of the leading class journals in different fields would be interesting in this connection, the rate being, in many cases, from 2 to 5 cents a line for each thousand copies issued.

PRINTERS' INK is the only successful trade journal that does not allow itself to become unwieldy in order to accommodate its advertising patronage. At half its present rates its advertising would be quadrupled and the value of an advertisement reduced in about the same proportion.

The unanimous verdict concerning PRINTERS' INK, among those who have examined the evidence, is that:

Its character is high! Its circulation great! Its influence enormous! and its advertising rates very low!

AD DRESSES to let direct from letters. GOOD!
J. H. GOODWIN, 1215 Broadway, N. Y.

VICK'S MAGAZINE PROVES 300,000 CIRCULATION.

1000 FRESH Names and Addresses, \$1.
CHAMPE & CO., GARNETT, KAS.

DEATH TO LICK on Hens, etc. Particulars
Free. D. J. LAMBERT, Apponaug, R. I.

PEORIA HERALD. Only Democratic Daily
in a Democratic City. 6,000 Daily.

PIANOS, ORGANS, in exchange for space.
Dan'l F. Beatty, Wash'gton, N. J.

PATENTS 40-page Book FREE. W. T.
FITZGERALD, Washington, D.C.

LETTERS For Copying. Fresh. A. I.
P. O. Box 3046, Boston.

NEWSPAPERS get premiums from Em-
pire Co., 28 Reade St., N. Y.

GIBB BROS. & MORAN PRINTERS
45-51 Rose St., N. Y.

COLLEGE-MAN, New Haven, Ct., large cir-
culation among teachers and
students of colleges and private schools.

BOSTON. To write ads. well is an art. I
satisfy some big firms. Can't I
help you? A. E. SPROUL, 255 Washington St.

SEND 5 CTS For pair new plan Drive
Whist Score Cards. Latest
and Best. Journal, Rockville, Conn.

SMITH MAKES ENVELOPES.
Send for Prices. C. W. R. SMITH,
81 S. 4th St., Phila.

WOOD ENGRAVING PETRI & PELS
210 3rd Street, NEW YORK.

The Art of Advertising: or, How to
advertising Pay. The whole thing in a nutshell.
25 cents. J. J. TERRY, Box 2497, Boston, Mass.

**GOLDTHWAITE'S
GEOGRAPHICAL MAGAZINE.**
CIRCULATION UNIVERSAL.

DRUG STORES bought and sold. Lists
and particulars mailed free. Address
"THE MEDICAL ECHO," Lynn, Mass.

I Write the Best "Ads"
with brains and a large gold pen. Small salary on
trial. Want a position. H. H. JAMES, Corfu, N. Y.

The Evening Journal,
JERSEY CITY, N. J. Circulation, 14,000.
Advertisers say it pays.

\$1.00 Portraits—Made to order from
Photos. Cheapest newspaper cuts
made. Send for proofs. CENTRAL
PRESS ASSOCIATION, Columbus, O.

12 PENS for 6 Cents
SPENCERIAN 810 Broadway,
New York.

PUBLIC OPINION Always pays
Advertisers.
Washington. New York.

Arthur's New Home Magazine
Illustrated, Philadelphia, guarantees 500,000
circulation for 1892. Best and cheapest advertis-
ing in America.

KEYSTONE LIST

150 weekly papers of the better class; ten
lines, one time, entire list, \$7.50. Send for list
B. L. CRANS, 10 Spruce St., N. Y.

1-2 PRICE TO DRUGGISTS.
"SECRETS OF SUCCESS!" by Dr. BROWN.
400 pages, illustrated. Price \$1.00 (worth \$10.00).
Send 50 cents for a copy. Dr. BROWN PUB. CO.,
Box 374 Hinsdale, Ill.

San Francisco Call.

Established 1833.
Daily, 56,759—Sunday, 61,961.
The Leading Newspaper of the Pacific Coast,
in Circulation, Character and Influence.

WITH what Experience has taught me I can
help those who wish to advertise.
"He who succeeds neglects no opportunity."
AD. WRITER, Box 1163, New Haven, Conn.

HOW TO MAKE RUBBER STAMPS
Latest Improved Process. Circulars
free. BARTON MFG. CO., 318 Broadway, N. Y.

ECONOMY IS WEALTH.
Practice it by advertising in the high-priced
weeklies and monthlies. They pay best in the
end. Low figures and for cash only. Address H.
M. RICH, Adv. Agent, F. O. Box 32, Baltimore, Md.



For holding Papers, Letter
Files, Anything. Clean,
Light, Strong, Portable.
Cheap. In use all over U.S.
Send for catalog and testi-
monials. ST. LOUIS WIRE
RACK CO., St. Louis Mo.

"Something Unique."
CONGRESS
in CHICAGO.
There's "something unique" about Chicago
and her citizens. I'm a Chicagoan; can't I get
you up "something unique!"
E. A. WHEATLEY, CHICAGO, ILL.

DRUGGISTS
When your customers call for a cure for Dyspep-
sia, tell them
McALVIN'S DYSPEPSIA PILLS
will do it. You keep the pills; I supply you with
advertising mat' or. Order direct from me, or
from your wholesaler. One sale makes two ad-
ditional ones. JOHN H. McALVIN, Lowell, Mass.



**THE GEM
SELF-INKING STAMP 25c.**
In full Nickel Plate, with one line
reading. Add five cents for each
extra line. Sent postpaid, with vial
of any color ink. Address
Eagle Stamp Works, New Haven, Conn.

WANTED! A man of ability in the adver-
tising line to travel and solicit
advertising for a Religious Weekly of large cir-
culation. A liberal salary (or salary and com-
mission, if preferred) to the right man. Do not
apply unless you are well up in your line and are
now earning a good salary. State experience,
where had, how long, and to save time, give
reference. Address
147 SENECA ST., CLEVELAND, O.

Are you seeking Live Salesmen, Agents or Can-
vassers?

THE FLORENCE ADVERTISER
20,000 Proved Circulation,
reaches them. Allow us to hand you sample
copy and rates.

THE FLORENCE ADVERTISER,
Florence, Mass.

IMPORTANT TO DRUGGISTS.

Cut this out. Will save you 50%.
Will send any responsible druggist, freight paid,
1 to 5 gallons of our XXX Concentrated Ext.
Vanilla at \$10 gallon—worth double—on 60 days'
time. Unequalled by any article made. Used by
all leading confectioners. 21,000 gallons sold last
year. Mixes clear in all proportions with water
and syrup. Returnable if not as represented.
Sample on receipt of 30c. (stamps). We have no
competitors. 23 years' experience. Received 5
Gold Medals. Established 1870.

JOHN H. HURT & CO.,
Mfg. Chemists, Baltimore, Md.

TO THE DRUG TRADE.

I have sold "FOOTLINE" (m'd by B. Lidlum & Co., of this place) since it was first put upon the market. You need have no hesitancy in recommending it to your trade. It cures *fever, neuralgia, odoriferous feet, chilblains or bunions*—exactly as represented.

A. L. PRICE, Druggist,
SWANTON, O.

Free 75 Cigars

Samples of our leading 5 and 10c. brands, but ask \$2.00 to pay express and all expenses incurred in getting them up.

IMPERIO CIGARRO CO.,
1,027 Liberty St., Winston, N. C.

"Other People's Opinions"—No. 2.

THE GANNETT & MORSE CONCERN,
Publishers of "COMFORT,"
AUGUSTA, Me., Jan. 5th.

Mr. John S. Grey is an expert business writer of comprehensive ideas. His rhymes are especially clever.

THE GANNETT & MORSE CONCERN.

"A little man with big ideas."—N. Y. Sun.

"A perfect genius in designing advertisements."—A. Frank Richardson.

Mr. Grey's address is 579 Bergen Street, Brooklyn, or care of PRINTERS' INK.

PRESSWORK.

Large Runs Solicited.

Facilities 300 Reams Daily.

GIBB BROS. & MORAN,

PRINTERS,

45-51 Rose Street, New York.

COMPOSITION—ELECTROTYPING—BINDING.

STUDY LAW

AT HOME.

Take a Course in the
Sprague Correspondence

School of Law

(Incorporated). Send ten
cents (stamps) for particulars

J. COTNER, JR., SEC.
DETROIT, MICH.
312 Whitney Block.



\$14 No. 62 DESK.

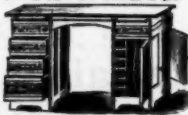
Packed and Delivered on cars.
Oak and Walnut.
Size, 55x30 inches.

Polished Veneer
Top. Two slides
above drawers.

Superior in material,
workmanship and finish.

Over 25,000 of these Desks in Use. Send for
Desk Catalogue.

WM. L. ELDER Indianapolis, Ind.



DO YOU WANT AGENTS?

I have sent so far to 35,000 Post Offices for the names of agents for my own use. Send for particulars.

J. E. SMEAD, Vineland, N. J.

Dodd's Advertising Agency, Boston.
265 Washington Street.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

BUSINESS MEN, STUDENTS AND BRAIN WORKERS

Who suffer from Prostration and Debility, brought on by over-work or excesses, easy fatigue, incapacity for mental application, should enclose a stamp for pamphlet describing Dr. Francis Boudault's French Preparation. A guaranteed cure.

Address J. B. HURTT & CO., Wholesale Druggists, 322 Light St., Baltimore, Md. Established 1870.

REFERENCES:

"Dun's or Bradstreet's Commercial Agency, National Bank of Commerce, Baltimore, Md.

This firm is reliable.

Signs Painted

Anywhere on Earth.

THE R. J. GUNNING CO.,

Sign Advertisers,

297 Dearborn St.,

Chicago.

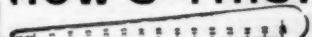
Your Confidence

must be won by results, not promises. We, as publishers, have the horse sense to know that temporary booms secured on inflated circulation don't mean permanent advertising patronage. We must render you good service. Our readers are the leading people in every town or village. Get our rates.

SCHOOL BOARD JOURNAL, 150 Nassau St. N.Y. City



HOW'S THIS?



Reliable agate measure, letter opener, leaf cutter. Made of Aluminum, the wonderful new metal. Light as wood. Strong as steel. Cleaner than silver. Will not tarnish or corrode. Six inches long. Just right for vest pocket. Elegant for desk or library. You want one? 25 cents, please. Stamps will do. R. S. THAIN 161 La Salle St., Chicago.

HOME-MAKER MAGAZINE; new management; the only organ of the "Woman's Federated Clubs," the strongest organization of influential women known. Send for copy the new HOME-MAKER and advertising rates. 44 E. 14th St., N. Y.

The Christian Advocate.

CIRCULATION OVER 50,000 COPIES WEEKLY.

Represents the largest body of evangelical Christians on this continent. Its influence among the membership of the Church in every section of the country is very extensive. Its advertising columns are under most careful supervision, nothing being admissible that is in any way offensive to the most refined taste or of the character of which there is any reasonable doubt.

HUNT & EATON, Publishers, 150 Fifth Ave., New York.

AD DRESSES to let direct from letters. Good!
J. H. GOODWIN, 1215 Broadway, N. Y.

VICK'S MAGAZINE PROVES 200,000
CIRCULATION.

1000 FRESH Names and Addresses, \$1.
CHAMPE & CO., GARRETT, KAS.

DEATH TO LIVE on Hens, etc. Particulars
Free. D. J. LAMBERT, Apportion, R. Y.

PEORIA HERALD. Only Democratic Daily
in a Democratic City. 6,000 Daily.

PIANOS, ORGANS, in exchange for space.
Dan'l F. Beatty, Wash'gton, N. J.

PATENTS 40-page Book FREE. W. T.
FITZGERALD, Washington, D.C.

LETTERS For Copying. Fresh. A. I.
P. O. Box 3046, Boston.

NEWSPAPERS get premiums from Em-
pire Co., 28 Reade St., N. Y.

GIBB BROS. & MORAN PRINTERS
40-51 Rose St., N. Y.

COLLEGE MAN, New Haven, Ct., large cir-
culation among teachers and
students of colleges and private schools.

BOSTON. To write ads, well is an art. I
help you? A. E. SPROUL, 355 Washington St.

SEND 5 CTS For pair new plan Drive
Whist Score Cards. Latest
and Best. Journal, Rockville, Conn.

SMITH MAKES ENVELOPES.
Send for Prices. C. W. R. SMITH,
51 S. 6th St., Phila.

WOOD ENGRAVING PETRI & PELS
NEW YORK.

The Art of Advertising: or, How to
advertise Pay. The whole thing in a nutshell.
25 cents. J. J. TERRY, Box 3497, Boston, Mass.

GOLDTHWAITE'S
GEOGRAPHICAL MAGAZINE.
CIRCULATION UNIVERSAL.

DRUG STORES and Medical Practices
bought and sold. Lists
and particulars mailed free. Address
"THE MEDICAL ECHO," Lynn, Mass.

I Write the Best "Ads"
with brains and a large gold pen. Small salary on
trial. Want a position. H. H. JAMES, Corfu, N. Y.

The Evening Journal,
JERSEY CITY, N. J. Circulation, 14,000.
Advertisers say it pays.

\$1.00 Portraits—Made to order from
Photos. Cheapest newspaper cuts
made. Send for proofs. CENTRAL
PRESS ASSOCIAT'N, Columbus, O.

12 PENS for 6 Cents
SPENCERIAN 810 Broadway,
New York.

PUBLIC Always pays
OPINION Advertisers.
Washington.
New York.

Arthur's New Home Magazine
Illustrated, Philadelphia, guarantees 500,000
circulation for 1895. Best and cheapest advertis-
ing in America.

KEYSTONE LIST.

150 weekly papers of the better class: ten
lines, one time, entire list, \$2.50. Send for list
B. L. CRANE, 10 Spruce St., N. Y.

1-2 PRICE TO DRUGGISTS.
"SECRETS OF SUCCESS!" by DR. BROWN.
440 pages, illustrated. Price \$1.00 (worth \$10.00).
Send 50 cents for a copy. Dr. BROWN PUB. CO.,
Box 374 Hinsdale, Ill.

San Francisco Call.

Established 1853.
Daily, 56,739—Sunday, 61,861.
The Leading Newspaper of the Pacific Coast,
in Circulation, Character and Influence.

WITH what Experience has taught me I can
help those who wish to advertise.
"He who succeeds neglects no opportunity."
AD. WRITER, Box 1163, New Haven, Conn.

HOW TO MAKE RUBBER STAMPS
Latest Improved Process. Circulars
free. BARTON MFG. CO., 318 Broadway, N. Y.

ECONOMY IS WEALTH.
Practice it by advertising in the high-priced
weeklies and monthlies. They pay best in the
end. Low figures and for cash only. Address H.
M. RICH, Adv. Agent, P. O. Box 52, Baltimore, Md.



For holding Papers, Letter
Files, Anything. Clean,
Light, Strong, Portable,
Cheap. In use all over U. S.
Send for catalog and tes-
timonials. ST. LOUIS WIRE
RACK CO., St. Louis Mo.

"Something Unique."
CONGRESS
in CHICAGO.

There's "something unique" about Chicago
and her citizens. I'm a Chicagoan; can't I get
you up "something unique!"
E. A. WHEATLEY, CHICAGO, ILL.

DRUGGISTS
When your customers call for a cure for Dyspep-
sia, tell them

McALVIN'S DYSPEPSIA PILLS
will do it. You keep the pills; I supply you with
advertising matter. Order direct from me, or
from your wholesaler. One sale makes two ad-
ditional ones. JOHN H. McALVIN, Lowell, Mass.



THE GEM
SELF-INKING STAMP 25c.

In full Nickel Plate, with one line
reading. Add five cents for each
extra line. Sent postpaid, with vial
of any color ink. Address
Eagle Stamp Works, New Haven, Conn.

WANTED! A man of ability in the adver-
tising line to travel and solicit
advertising for a Religious Weekly of large cir-
culation. A liberal salary (or salary and com-
mission, if preferred) to the right man. Do not
apply unless you are well up in your line and are
now earning a good salary. State experience,
where had, how long, and to save time, give
reference. Address

147 SENECA ST., CLEVELAND, O.

Are you seeking Live Salesmen, Agents or Can-
vassers?

THE FLORENCE ADVERTISER
20,000 Proved Circulation,
reaches them. Allow us to hand you sample
copy and rates.

THE FLORENCE ADVERTISER,
Florence, Mass.

IMPORTANT TO DRUGGISTS.

Get this out. Will save you 50¢.
Will send any responsible druggist, freight paid,
1 to 5 gallons of our XXX "Concentrated Ext.
Vanilla at \$10 gallon—worth double—on 60 days'
time. Unequaled by any article made. Used by
all leading confectioners. 21,000 gallons sold last
year. Mixes clear in all proportions with water
and syrup. Returnable if not as represented.
Sample on receipt of 25c. (stamps). We have no
competitors. 23 years' experience. Received 6
Gold Medals. Established 1870.

JOHN H. HURTT & CO.,
Mfg. Chemists, Baltimore, Md.

TO THE DRUG TRADE.

I have sold "FOOTLINE" (m'd by B. Ludlum & Co., of this place) since it was first put upon the market. You need have no hesitancy in recommending it to your trade. It cures tender, sweaty, odorous feet, chilblains or bunions—exactly as represented.

A. L. PRICE, Druggist,
SWANTON, O.

Free 75 Cigars

Samples of our leading 5 and 10c. brands, but ask \$2.00 to pay express and all expenses incurred in getting them up.

IMPERIO CIGARRO CO.
1,027 Liberty St., Winston, N. C.

"Other People's Opinions"—No. 2.

THE GANNETT & MORSE CONCERN,
Publishers of "COMFORT."
AUGUSTA, Me., Jan. 5th.

Mr. John S. Grey is an expert business writer of comprehensive ideas. His rhymes are especially clever.

THE GANNETT & MORSE CONCERN.

"A little man with big ideas."—N. Y. Sun.
"A perfect genius in designing advertisements."—A. Frank Richardson.

Mr. Grey's address is 579 Bergen Street, Brooklyn, or care of PRINTERS' INK.

PRESSWORK.

Large Runs Solicited.

Facilities 300 Reams Daily.

GIBB BROS. & MORAN,

PRINTERS,

45-51 Rose Street. New York.

COMPOSITION—ELECTROTYPING—BINDING.

STUDY LAW AT HOME.

Take a Course in the
Sprague Correspondence
School of Law
(Incorporated). Send ten
cents (stamps) for particulars to

J. COTNER, JR., SEC.
DETROIT, MICH.
312 Whitney Block.



\$14 No. 62 DESK.

Packed and Delivered on cars.
Oak and Walnut.
Size, 52x36 inches.
Polished Veneer
Top. Two slides
above drawers.
Superior in material,
workmanship and finish.

Over 25,000 of these Desks in Use. Send for Desk Catalogue.

WM. L. ELDER Indianapolis, Ind.



DO YOU WANT AGENTS?

I have sent so far to 35,000 Post Offices for the names of agents for my own use. Send for particulars.

J. E. SMEAD, Vineland, N. J.

Dodd's Advertising Agency, Boston,
265 Washington Street.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

BUSINESS MEN, STUDENTS AND BRAIN WORKERS

Who suffer from Prostration and Debility, brought on by over-work or excess, easy fatigue, incapacity for mental application, should enclose a stamp for pamphlet describing Dr. Francis Boudalt's French Preparation. A guaranteed cure.

Address J. B. HURTT & CO., Wholesale Druggists, 322 Light St., Baltimore, Md. Established 1870.

REFERENCES:
Dun's or Bradstreet's Commercial Agency,
National Bank of Commerce, Baltimore, Md.

This firm is reliable.

Signs Painted

Anywhere on Earth.

THE R. J. GUNNING CO.,

Sign Advertisers,

297 Dearborn St.,

Chicago.

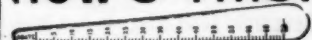
Your Confidence

must be won by results, not promises. We, as publishers, have the horse sense to know that temporary booms secured on inflated circulation don't mean permanent advertising patronage. We must render you good service. Our readers are the leading people in every town or village. Get our rates.

SCHOOL BOARD JOURNAL, 150 Nassau St. N.Y. City



HOW'S THIS?



Reliable agate measure, letter opener, leaf cutter. Made of Aluminum, the wonderful new metal. Light as wood. Strong as steel. Cleaner than silver. Will not tarnish or corrode. Six inches long. Just right for vest pocket. Elegant for desk or library. You want one? 25 cents, please. Stamps will do. R. S. THAIN 161 La Salle St., Chicago.

HOME-MAKER MAGAZINE; new management; the only organ of the "Woman's Federated Clubs," the strongest organization of influential women known. Send for copy the new HOME-MAKER and advertising rates. 44 E. 14th St., N. Y.

The Christian Advocate.

CIRCULATION OVER 50,000 COPIES WEEKLY.

Represents the largest body of evangelical Christians on this continent. Its influence among the membership of the Church in every section of the country is very extensive. Its advertising columns are under most careful supervision, nothing being admissible that is in any way offensive to the most refined taste or of the character of which there is any reasonable doubt.

HUNT & EATON, Publishers, 150 Fifth Ave., New York.

San Francisco Bulletin
Largest evening circulation in California.
High character, pure tone, family newspaper.

THE GENERAL ADVERTISER

CANNOT COVER

Delaware and the Peninsula

WITHOUT THE

EVENING JOURNAL.

Largest Bona Fide Circulation,
Lowest Advertising Rates
And Best Returns.

Only Daily Democratic News-
paper in the State.
EVENING JOURNAL, WILMINGTON, DEL.

SUSPENSORY BANDAGES.

ARMY AND NAVY.	PER DOS.	PERFECTION.	PER DOS.
No. 33, Silk	\$9 00	No. 21, Silk	\$5 00
" 31, "	7 00	" 19, "	2 50
" 29, Thread...	5 00	" 18, "	2 25
" 27, Cotton...	3 50	" 17, Thread...	2 00
		" 15, "	1 75
		" 14, Cotton...	1 25

Druggists Only.

Offer No. 1.—A sample of Nos. 33, 31, 29 and 27

for \$1.00.

Offer No. 2.—A sample of Nos. 21, 19, 18, 17, 15

and 14 for \$1.10.

Offer No. 1 and 2, \$2.70, by mail, prepaid.

Satisfaction assured or money refunded.

G. W. FLAVELL & BRO.,
1005 Spring Garden St., Philadelphia, Pa.

WE CON- DUCT A NEWSPAPER ADVERTISING AGENCY

WE GIVE TO ALL CUSTOMERS

Judicious
Selections,
Experienced
Assistance,
Prompt
Transactions,
Low Prices.



Complexions
Positions,
Unbiased
Opinions,
And
Confidential
Service.

ADVERTISEMENTS DESIGNED, PROOFS SHOWN AND
ESTIMATES OF COST IN ANY NEWSPAPER
FURNISHED FREE OF CHARGE.

J. L. STACK & CO.
Newspaper Advertising, St. Paul, Minn.

AN ADVERTISING TEST

TO
FEB. 1st,
1892.

\$2 FOR \$1.

In order to
test the value
of advertising
in this paper
the publisher



has arranged to furnish the
Chicago NATIONAL JOUR-
NALIST, the official paper of
the National Editorial Asso-
ciation, for one year to all
new subscribers who send
\$1.00 before February 1st.

Address NATIONAL JOURNALIST PUBL. CO.
71-23-25 Plymouth Place, Chicago, Ill.

ADVERTISERS A purchasing people in
reached by the DAYTON (O.) MORNING TIMES,
4,500. EVENING NEWS, 9,500. WEEKLY TIMES-
NEWS, 4,500. They are read in the homes.



The Agricultural Monthly with the Largest
Circulation West of the Alleghenies.

We promised 70,000 per month. We are
giving 78,000.

May, 81,460. September, 72,900.
June, 88,500. October, 77,000.
July, 71,000. November, 81,000.
August, 72,800. December, 79,460.
Total, eight months, 624,127; average, 78,016.



OVERMAN WHEEL CO.,
MAKERS.

CHICOPEE FALLS, MASS.

BOSTON. WASHINGTON. DENVER. SAN FRANCISCO

A. G. SPALDING & BROS., Special Agents,
Chicago, New York and Philadelphia.

HOXSIE.

This name, associated with one of the best,
if not **THE BEST**, remedy for family
use, is fast becoming a household word.

DR. HOXSIE'S
Certain
Croup
Cure

is the safest and most effectual remedy for
Croup in its various forms known. It acts
directly upon the mucous membranes of the
throat, thus preventing Diphtheria and Mem-
branous Croup. Every family needs it, and
every druggist should keep it in stock. Price
50 cents. For special rates, catalogues and
circulars address

A. P. HOXSIE, Buffalo, N. Y.

DRUGGISTS.**VAN DYK'S
KOM-PLEX-YON POWDER.**

We will begin 1892 with a special inducement to your customers. Each dozen of Van Dyk's Kom-Plex-Yon Powder will be packed in six

Silver Oxidized Glove Boxes

To be had from any Wholesale Druggist in the United States at \$1.75 per dozen. If, for any reason you cannot get the goods, write direct to us, giving the name of your wholesaler, and we will have what quantity you need delivered at your store.

Send us 30 cents for sample 1-6 dozen, including Silver Oxidized Glove Box.

VAN DYK MFG. COMPANY,
58 WARREN ST., NEW YORK.

NINE PLAIN FACTS

- (1) **19,102** subscribers of the cash-in advance-for-a-full-year kind in Ohio alone.
- (2) **10,010** of the same kind in Pennsylvania alone.
- (3) **2,516** in New York.
- (4) **2,275** in Indiana.
- (5) **2,108** in West Virginia.
- (6) **36,011** actual subscribers in these five States.
- (7) Others of the same kind in each of forty-seven other States and Territories, Mich., Va., Ill., N. J., Md., Mo., La. and Ky. leading in the order named.
- (8) **10,613** increase of yearly subscribers as compared with one year previous.
- (9) Advertising rates are still the same as for the past two years.

The National Stockman and Farmer,
Pittsburgh, Pa., and Buffalo, N. Y.

Put
Them
On
Your
List

Sunday School Times.
PHILADELPHIA.
Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger.
Episcopal Recorder.
Christian Instructor.
Christian Recorder.
Lutheran.
BALTIMORE.
Baltimore Baptist.
Presbyterian Observer.

**A
Medicine Man**

Deceives himself if he thinks he can make his goods known in this field in any other way so easily, cheaply and with so much endorsement as by advertising in these papers.

So does any other man.

One
Price
Advertising
Without Duplication
of Circulation
HOME BEST
JOURNALS **13** WEEKLIES
Every Week
Over 270,000 Copies
Religious Press
Association
Phila



we all possess a pair of

and everybody

if you have goods to advertise your

you must not close

There is a way to be on deck

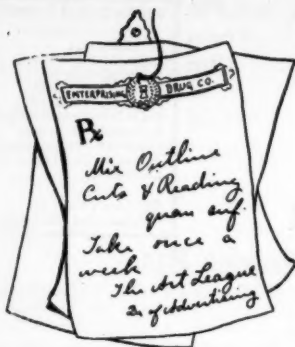
and not to get

IT

*If you would save yourself fatigue,
Just call on the PICTORIAL LEAGUE.
The ads they write and illustrate
Will pay you at a fabulous rate.
You get them for a trifling sum
And they will make your business hum.*

Do you want a striking ad?
Do you want a profitable ad?
Do you want to catch the reader's eye?
Do you want new ideas and perfect work?
THE PICTORIAL LEAGUE is the pioneer.
It first syndicated illustrated ads.
Other leagues are leagues behind it.
Get the benefit of experience and skill.
Tell us your business and we'll double it.

PICTORIAL LEAGUE,
Tribune Building, N. Y. City.



Depressed Business, Lack of Customers, Shortness of Cash, etc., positively cured. Frequent use will double the circulation of customers in your store. Prices for cuts, etc., low.

THE ART LEAGUE,

133 World Building, NEW YORK.

THE GOLDEN MEDIUM.

Men who are wise will advertise
To push along their trade;
No business man but finds the plan
Has heaps of profit made.
Those who have tried are satisfied
That wealth to "ads" is traced;
They pay quite well, so merchants tell
When they're in "Comfort" placed.

That paper's best which stands the test
Successfully for years,
And circulates through all the States,
As from its books appears,
And this is why the men who buy
Up space, in praise are loud
Of the returns which each "ad" earns
From "Comfort's" mighty crowd.

'Tis widely read and long has led
The monthlies in the race;
A medium great to circulate
In every country place.
In cities, too, it meets your view,
By everyone 'tis read;
And everywhere the people share
The "Comfort" it has spread!

TO PUBLISHERS:

If I send you a good advertisement to appear a full year will you take your pay in Printing Inks? I would like to correspond with you on the subject. Send rate card, please.

Address

DANIEL F. BARRY, Manager

W. D. WILSON PRINTING INK CO., Limited,

GEO. P. ROWELL, Pres.
CHAS. N. KENT, Sec.
OSCAR G. MOSES, Treas.

New York.

I HAVE MADE A BOOK.

It is not a novel, and yet it is a novel book; so novel that I know no other like it.

I made it for busy men; men who advertise, and who have not the time, or think they have not the time to construct and design their own advertisements.

It is a practical book, with a little—very little—flavor of theory sandwiched in here and there for those who like theory; but in the main you will find it quite unsentimental.

It is something like a ready-made clothing store, where the long man, the fat man, the short man, and the lean man, the boy in knickerbockers, the dude and the plain man of business can get fitted to their tastes while they wait. What the ready-made clothing store does for the busy man, I have tried to do for the advertiser.

It is called the **"The Book of Ideas for Advertisers"** and shows in practice how to effectively compose profitable advertisements. The price is exactly One Dollar, prepaid. Address

D. T. MALLETT, Advertisement Writer, P. O. Box 108, New Haven, Conn.
[Descriptive Primer Free.]



Monthly, 25 cts. Yearly, \$2.50.
Sample Copy, 10 cents.

AN INTELLIGENT
**REVIEW of
EVERYTHING**
for EVERYBODY.

Is your ADVERTISEMENT There?
THE REVIEW OF REVIEWS,
13 Astor Place, New York.

THE UNITED STATES NAVY, desiring to buy twenty moderate-priced watches, invited the leading American manufacturers to send watches for trial and rating at the Naval Observatory in October and November last. One hundred and thirty-eight watches of different makes were sent in. It has been officially announced that a Seth Thomas Watch stood first in the trial and the Seth Thomas Watches averaged the best.—*Phila. Times*, February 18, 1890.

Do YOU Know
That the

Seth Thomas Watch

is the Best Watch
for the price that is
made in America?

Publishers and others offering watches as premiums would do well to write to

Seth Thomas Clock Co.,
49 MAIDEN LANE, N. Y.

Every Druggist In CANADA

Doing business in a town or city of 2,000 inhabitants and over, who will cut out this *entire* advertisement, and mail it to me before the 1st of February next, with the blanks below clearly and neatly filled in with an unbiased opinion (based on business, not political, reasons), as to the very best paper or papers in his town or city for advertisers to use to reach the most and the best customers, will have sent to him for the balance of 1892 one copy each week of

"PRINTERS' INK"

(Subscription \$1 per year)

Entirely at my expense. Give two papers in each class where more than two are published, but one only where there are but two. Do not write letters, simply fill in the blanks provided.

ROY V. SOMERVILLE,

Special Agent for

"Preferred Canadian Papers,"
TIMES BUILDING, NEW YORK.

CANADA'S BEST PAPERS.

Province.....Place.....
.....Population.....
County.....".....
Best Paper.....
or Papers.....
Circulations:
Daily.....Weekly.....
".....".....
Best Religious, Home or Literary Papers:
.....
.....
Circulations.....
Candid Reasons for above Selections:
.....
.....
.....
Name of Druggist:
.....
Address.....
.....
.....

THE NEW YORK LEDGER

is for sale at all news-stands at

5 Cents a Copy.

Subscription, \$2 a year. Sample copies mailed free.

Address:

ROBERT BONNER'S SONS,
PUBLISHERS,

Cor. Spruce and William Sts., N. Y.

THE TOLEDO BLADE.

DAILY EDITION,

Circulation 14,000 to 16,600

COPIES PER DAY.

The largest circulation of any daily newspaper in Ohio, outside of Cleveland or Cincinnati.

Weekly edition, circulation always above

100,000 Copies per Week.

One of the few *great* general advertising mediums of the United States.

For advertising rates in either edition, address

THE BLADE,
Toledo, Ohio.

A. B. PICKETT, Editor and Manager.



Sworn Circulation,

Over 9000 Daily.

Delivered by Carrier at
Ten Cents a Week,

In Over 100 Surrounding
Towns.

THE SCIMITAR has a larger bona-fide circulation than any other Memphis daily. It has as many readers in Memphis as all the others put together. Rates reasonable but invariable.

If you have not seen a copy of THE SCIMITAR'S magnificent Souvenir, issued in October, write for one. It has 56 pages, 350 half-tone engravings and weighs 1 1-2 pounds.

WELLS & RICHARDSON CO.,

Incorporated 1883.

LONDON,
MONTREAL, SYDNEY.**WHOLESALE DRUGGISTS,**Proprietors of Diamond Dyes, Improved Butter Color, Paine's Celery Compound,
Lactated Food.

Dictated by W. B. JONES.

ALLEN'S LISTS,

Augusta, Maine.

125 to 133 COLLEGE ST., }
BURLINGTON, Vt., Sept. 10, 1891. }

Our year with Allen's Lists has proven that they are economical mediums for our use, and our opinion of them to-day is much different from what it was twelve months ago. Then, we thought if one wanted to give away things, he could do it through Allen's Lists, but the answer would come chiefly from "reply fiends."

Your representative's persuasions and the statements of other advertisers' opinions, led us to place a test advertisement, and this proved so successful that we gave him an order for 500 lines, to be used within a year. Our satisfaction with the result is best shown by the fact that we doubled our space in the summer time.

This was due largely to the replies from an advertisement in the spring, when Allen's Lists brought us as many satisfactory responses as half a dozen ladies' papers, whose combined circulation and rates are higher than yours. The replies that we get come from an intelligent, well-to-do class of people, and, what is better, those that are influenced through advertising to buy goods.

Sincerely yours,

WELLS & RICHARDSON CO.

A trial is convincing to the most conservative of the great business houses of the tremendous permanent constituency of the periodicals of Allen's Lists among the liveliest of the well-to-do country and village population all over the United States.

Tens of thousands take no other paper at all. Hundreds of thousands take only their local paper in addition. We have recently received new contract from Wells & Richardson Co., taking large space.

Allen's Lists, Augusta, Maine.

NO DECEPTIVE ADVERTISING,

NO MEDICAL ADVERTISEMENTS,

APPEAR IN THE PAGES OF

"GOLDEN DAYS"

Golden Days is a high-class weekly paper read by all in the family. It has over 123,000 weekly circulation among a good class of people, who pay \$3.00 per year for it, because it is instructive, entertaining and pure in tone.

It is a Paying Advertising Medium.

Rates on application to

R. A. CRAIG,

Advertising Manager,

121 Times Building,

New York.

ADVERTISE

YOUR BUSINESS CARD ON A LEAD PENCIL!

ADAPTED FOR ADVERTISING ANY KIND OF BUSINESS.

The most unique and effective advertisement, costs but little and pleases the party who receives it, and lasts for weeks. Suitable alike for the wholesale merchant, banker, retailer and all classes of business.

On receipt of 20 cents, in stamps, we will send to responsible parties samples, best prices with discounts and most interesting particulars, showing how and why a pencil can be used for every branch of trade for advertising most successfully and with profitable results. If you are in need of good office pencils you may as well get them of the best and at a low price, and your imprint thereon, using them also for distribution as an advertising medium.

PENCIL EXCHANGE, JERSEY CITY, N. J.

We have made goods for the following and others:

J. B. & J. M. CORNELL, New York City.
VICTOR VALLETTE & Co., New York City.
NEW YORK ENAMEL PAINT CO., New York City.
EAGLE PAINT & VARNISH WORKS, Pittsburg, Pa.
FIRST NATIONAL BANK, Syracuse, N. Y.
CARBONATE NATIONAL BANK, Leadville, Colo.

NATIONAL SURGICAL INST., Indianapolis, Ind.
S. S. PIERCE & Co., "S. S. Cigars," Boston.
D. HIRSCH & Co., Cigars, New York City.
AMERICAN FIRE ALARM CO., Boston, Mass.
WILSON COAL & LUMBER CO., Atlanta, Ga.
THE HINTZ & BAKER CO., Chicago, Ill.



W. D. BOYCE'S LIST

OF BIG WEEKLIES.

400,000 Copies Weekly, 1892.

ONLY RESULTS COUNT.

W. D. BOYCE, Chicago, Ill.

Dear Sir:—Replying to your inquiry as to the number of orders we have had for the "Table and Kitchen Cook Book" from the little notice you published in your Journals would say, we have received to date 6,807 replies. The number received yesterday was 67, so you see they are still coming.

Very truly yours,

PRICE BAKING POWDER CO.,
Michigan St. and Dearborn Ave.,
CHICAGO, Aug. 13th, 1891.

PRICE BAKING POWDER CO.

THE ONLY PAPERS in the U. S. in which your advertisement can be discontinued at any time at pro-rata rate.

RULES.

1. Any contract canceled at any time.
2. Circulation proved by P. O. receipts.

Note: The SATURDAY BLADE has the largest circulation of any weekly newspaper in the U. S.

RATES.

3 Papers Combined—\$1.60 per line—

2 5/8c. PER LINE

BIG 3 THE SATURDAY BLADE
THE CHICAGO LEDGER
THE CHICAGO WORLD

Apply for space to any agency or to

W. D. BOYCE,
Chicago, Ill.

The Christian Herald

EDITED BY

T. De Witt Talmage

Regular Edition for Week ending
Jan. 2, 1892,

95,897

ALL PAID SUBSCRIBERS.

We believe advertising will
pay you because it pays us.
THE CHRISTIAN HERALD has
spent more money in advertising
itself the last two years than
all the other Religious Papers
in the country combined.

P. B. BROMFIELD,
MANAGER ADVERTISING DEPARTMENT,
91-96 Bible House, New York.

TEXAS.

THE
GIANT OF
THE LONE STAR STATE!

SWORN CIRCULATION
THE MOST POPULAR AND POWERFUL MEDIUM IN THE STATE.



48. TRIBUNE BLDG. * NEW YORK. 509. THE ROOKERY. CHICAGO.

In order to introduce the

"WEEKLY ITEM"

into Families outside of Philadelphia who are not taking this valuable Literary Journal, beginning January 1, 1892, we will send ONE COPY, ONE YEAR (postage paid by us), for

35 CENTS

or, we will send FIVE (5) COPIES, ONE YEAR (postage paid), to different addresses, for **\$1.50.**

All Subscriptions must be paid IN ADVANCE.

THE

"WEEKLY ITEM"

Is one of the best Home Papers in America, has a circulation of over

40,000 COPIES

Which we desire to increase to

100,000 COPIES

or more, each issue. Send for a specimen copy, **free.**

Address,

WEEKLY ITEM, Philadelphia, Pa.

S. C. BECKWITH,

**509 THE BOOKERY,
CHICAGO.**

**SOLE AGENT
FOREIGN ADVERTISING,**

**48 TRIBUNE BUILDING,
NEW YORK.**



TO ADVERTISE IN THE **Southeastern States.**

THE SOUTHEASTERN STATES of Delaware, Maryland, Virginia, North Carolina, South Carolina, Georgia, Alabama and Florida (including the District of Columbia) have a total area of 296,515 square miles, 9,608,643 people and 1,490 newspapers with an aggregate circulation of 2,591,250 copies each issue. The first 6 were among the 13 original States. The soil is productive, their trade in tobacco, cotton, rice, tar and sea food is large and profitable, and they make up a fairly prosperous part of the entire country. The leading newspapers are in the cities of Baltimore, Washington, Richmond, Charleston, Atlanta, Mobile, Montgomery and Jacksonville. Dailies from all these cities are circulated to some extent in the adjoining country, and every State has at least one weekly of good State circulation. For information concerning the cost of advertising, address

GEO. P. ROWELL & CO.,
10 Spruce Street, New York.

A list of all the leading towns of the Southeastern States, including every place having 5,000 people, and every county seat with 3,000, and naming the *best newspaper published* in each place will be sent to any address for ten two-cent stamps.

1882.



1892.

SPRINGFIELD, O., AND CLEVELAND, O.

NATIONAL CIRCULATION.

PUBLISHED MONTHLY.

100,000 PAID YEARLY
SUBSCRIPTIONS

Is Our Mark for 1892.

TEN YEARS A SUCCESS!

The Eleventh Year Begun Under More
Favorable Conditions Than Ever. - -

ENLARGED TO STANDARD FOUR-COLUMN SIZE,

SIXTEEN PAGES.

INCREASED FACILITIES by removal of
Main Publication Office to Springfield,
Ohio. - - - - -

50,000 PRESENT GUARANTEED
Solid Circulation

*These copies of AMERICAN FARMER go to the thrifty,
intelligent, buying classes -*

*SOLID FARMERS, because they pay for a
SOLID YEAR invariably in advance.*

N. B. - "Solid Circulation" is ours.

Address all business communications to Springfield, Ohio.

The AMERICAN FARMER's rates are reasonable. Put it on your lists.

J. C. BUSH,

Special Eastern Representative,

22 Times Building, N. Y.

THE AMERICAN FARMER,

SPRINGFIELD, OHIO.

capital commerce.

An Aid to Advertisers.

SOME two years and a half ago a unique publication made an unheralded appearance in nearly every publication office and counting room of the United States. It appealed to the advertisers of the country, but as a handbook rather than a medium. It sought to collect and collate the results of varied experience and desirable statistical data; to originate, or cause to be originated new ideas in advertising, all for the benefit and information of that great army of our citizens whose business depends largely upon a judicious use of printer's ink, which words were happily chosen for the title.

Printer's Ink has become one of the most valuable publications of the period, more valuable perhaps to its subscribers than to its proprietors, though the revenue it yields is by no means small.

It deals with the most fascinating of all commercial subjects—the art of advertising, that indefinable, indescribable knack of making or sinking fortunes. It has done more to define and make clear that which has always been the most intangible element in business than all else that has ever been written upon the subject.

Printer's Ink is the originator and pioneer of a new class of commercial literature, but it has much more to do; it has barely whetted the appetite for aid and instruction in the advertising field, and can hardly be more than a primer in comparison with that into which it will develop in the years to come.

Anti-protection newspapers
"removing the shackles from
trade" by wh
That would

SM
Miss
been



Sh
ex
from
dema

Ow
Richard
taken
invalid
as last
testimon
compare
Abbey
ter en

of
class
Hill
Palmer
acquiesce

Editorial in
The New York Recorder
Jan. 2 '92